GROWTH, GROWTH NEEDS AND PROMOTION OF TOURISM IN TAMILNADU - A STUDY WITH REFERENCE TO THANJAVUR, NAGAPATTINAM AND TIRUVARUR DISTRICTS.

A THESIS SUBMITTED TO BHARATHIDASAN UNIVERSITY
FOR THE AWARD OF THE DEGREE OF DOCTOR OF
PHILOSOPHY IN COMMERCE

By

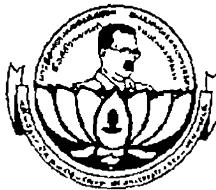
S. MAHALINGAM, M.Com.,

Lecturer in Commerce (Selection Grade),
Dharmapuram Adhinam Arts College,
Dharmapuram, Mayiladuthurai.

Guide and Supervisor

Dr. S. ARUNACHALAM, Ph.D.,

Reader in Commerce,
A.V.C. College (Autonomous),
Mannampandal, Mayiladuthurai.



BHARATHIDASAN UNIVERSITY

TIRUCHIRAPALLI - 620 024.

SEPTEMBER - 2003

Dr. S. Arunachalam,M.Com., Ph.D.,
Reader in Commerce,
A.V.C. College (Autonomous),
Mannampandal,
Mayiladuthurai - 609 305.

Date: 24.9.2003
Place: Mayiladuthurai

CERTIFICATE

This is to certify that the thesis entitled **"GROWTH, GROWTH NEEDS AND PROMOTION OF TOURISM IN TAMIL NADU - A STUDY WITH REFERENCE TO THANJAVUR, NAGAPATTINAM AND TIRUVARUR DISTRICTS"** is a bonafide record of research work done by **Mr. S. Mahalingam** in the Department of Commerce, A.V.C. College (Autonomous) Mannampandal, Mayiladuthurai, under my guidance and supervision, submitted to the Bharathidasan University, Tiruchirappalli for the award of the degree of **DOCTOR OF PHILOSOPHY IN COMMERCE** and that the thesis has not been previously formed the basis for the award to the candidate of any degree, diploma, associateship, fellowship or any other similar title.

I further certify that the thesis represents independent work on the part of the candidate.

Signature of the Supervisor

Dr. S. ARUNACHALAM
Reader in Commerce
AVC College (Autonomous)
MAYILADUTURAI
Mannampandal - 609 305

DECLARATION

I do hereby declare that this thesis work has been originally carried out by me at the Department of Commerce, A.V.C. College (Autonomous), Mannampandal - 609 305, Mayiladuthurai, under the guidance and supervision of **Dr. S. ARUNACHALAM, Ph.D.,** Reader in Commerce, A.V.C. College (Autonomous), Mannampandal - 609 305, Mayiladuthurai, and this work has not been submitted elsewhere for any other degree.

S. Mahalingam

(S. MAHALINGAM)
Research Scholar

Date: 24/9/03

ACKNOWLEDGEMENT

His Highness and with the blessings of Sri-La-Sri GurumahaSannithanam, of Dharmapuram, it gives me massive pleasure to place on record my deep scanty of indebtedness to my mentor and supervisor Dr. S. Arunachalam, Reader in Commerce, A.V.C. College (Autonomous), Mayiladuthurai, whose guidance and encouragement entitled me to effectuate the research work without his erudite guidance and encouragement this task would not have become possible. My words are skimpy to express my gratitude for all that he has done to me.

My grateful thanks to the Secretary, Principal and my colleagues - Dharmapuram Adhinam Arts College - who gave me constant inspiration and encouragement to carryout this research work.

I profusely thank the Principal, A.V.C. College (Autonomous), Mayiladuthurai who provided me necessary facilities for the accomplishment of this task.

My heart-felt thanks are due to Prof. PR. Chidambaram, Head and all other faculty members of the Department of Commerce, A.V.C. College (Autonomous), Mayiladuthurai who constantly inspired me to carryout this research.

My special thanks are due to Mr. K. Anbazhagan, H.O.D of Culture and Tourism Department, Government College (Men) Kumbakonam for providing me study materials.

My sincere thanks are to Mr. R. Sadasivam, Director and Mr. S. T. Ganesan, Statistical Inspector of Tamil Nadu Tourism Development Corporation, Chennai, for having provided me the required data related to my research work.

I gratefully acknowledge the help rendered by Mr. D. G. Ramalingam, Statistician, Ariankuppam, Pondicherry for immense assistance in doing the statistical work.

I owe a deep gratitude to Mr. R. Shanmugam, Senior Lecturer, Department of English, Dharmapuram Adhinam Arts College for the immense assistance provided by him related to my research work and my gratitude to a number of friends without whose assistance, I could not have completed this thesis.

I express my thanks to all the respondents who provided a number of useful comments. I extend my sincere thanks to my colleague Mr. R. Selvaraj, Lecturer in Computer Science, D.A.A.C. College who have helped me in completing this research work and MASS COMPUTER EDUCATION for the neat execution of my work.

Last but not least, I thank My Parents for their blessings and support of my elder brother Mr. S. Marudavanan and my wife Mrs. M. Uma for sparing me from the domestic responsibilities during the period of my study.

S. Mahalingam

CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF CHARTS

CHAPTER - I

INTRODUCTION

Tourism is concerned with pleasure, travel, holidays and going to destinations of choice. There are some motivations that make the people leave their 'normal' place of work and residence for short-term temporary visits to 'other' places. Tourism as a significant social phenomena, involves a temporary break with normal routine to engage with experiences that contrast with every day life, with the mundane.

Almost all travel types - the explorer, the pilgrim, the monk, the merchant, the student, the missionary, the hermit, the refugee, the conqueror, the cute seeker etc are as prototypes of the mass tourist. It is distinguishable by its mass character from the travel undertaken in the past. The mass movement of the people from their home location to another country for temporary stay for a few days or weeks is a growth largely of recent origin.

The concept of tourism:

Tourism constitutes one end of a broad leisure spectrum. In a geographical sense, a basic distinction between tourism and other forms of leisure is the travel component. It is based partly on the assumption that the experience offered by the destination is not available in the tourist's home environment. It comprises several social practices. All these have the minimal common characteristic that they

are different and they are a 'departure' from normal life. Over the years the definition of tourism has undergone along with the historical changes. With the minimal characteristics tourism is defined as the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year."[(1)]

From the movement of tourist from one place of origin to the destination is described as International tourism and domestic tourism. When people travel from one country to another they are called as international tourism. It may be an inbound tourism refers to tourists entering a country and outbound tourism-refers to tourists leaving their country of origin for an other. When the travel is within the country i.e. trips taken by a tourist within his/her own country or where the origin and destination are in the same country is domestic tourism.

The dictionary of tourism defines tourism as "umbrella term for the variety of products and services offered and desired by people while always from home. Included are restaurants, accommodations, activities, natural and man-made attractions, travel agencies, government bureaus and transportation. It includes an awareness that the myriad of products and services are interrelated and independent. [(2)] It also includes:

---

(1) W.T.O Madrid - Spain.

(2) Mario D Souza - Tourism Development and Management - p.22.

1. The relationship and phenomena associated with the journeys and temporary visits of people travelling primarily for leisure and recreation.
2. A subject of recreation: that form of recreation involving geographic mobility.
3. The industries and activities that provide and market the services needed for pleasure travel.

In tourism destination, the demand and provision of goods/services can be grouped into five broad sectors - attractions, transport, accommodation, supporting facilities (shops, parks, restaurants) and infrastructure (assures the essential functioning of all types). Consumption at the point of production also influences the pattern of impacts which tourism may have. Experiences gained are tangible (souvenirs purchased, accommodation, transport) and intangible (beauty of an inland / lake). Tourism ought to be considered today as the collection of distinctive traits, spiritual and material, intellectual and effective, which characterize a society or a social group. It comprises, arts and letters, besides modes of life, human rights, value systems, traditions and beliefs.

Tourism - a hub of economic activities:

The importance of tourism has been increasingly realised because of its social, economic, political, cultural and aesthetic

implications. Tourism is no longer an adventure to be under taken by few. Recent phenomenal increases in tourist traffic all over the world testify that it is a commodity of mass consumption facilitating.

Through tourism, the national income of a country is increased. It provides employment opportunities for all kinds of people. The idle resources of the country can be utilized. Finally, tourism makes a tremendous contribution to the improvement of social and political understanding. Travel to different countries fosters a better report between people of various stocks. Personal international contacts have always been an important way of spreading ideas about other cultures. It is an important means of promoting cultural exchanges and international co-operation. The experiences gained through travel have a profound effect upon the life of the individual as well as upon society as a whole. Travel exercises a very healthy influence on international understanding and appreciation of other people's life styles.

The constituents of tourism industry:

It is ranging from small-scale businesses operating at local levels to multinationals. These different components are closely linked to each other. Though there is competition within one set of constituents there is a linkage between them. Modern tourism is a result of the intermixing and combined efforts of the various constituents. These constituents are linked as primary and secondary.

i) Primary / Major constituents of tourism:

a) Transport :

Tourist needs a mode of transport to travel and to visit various places. The travel depends on the availability of seats etc. At present, the travel industry is a highly developed industry with its various branches in the areas of road, rail, air and water.

b) Accommodation:

A tourist not only travels but also stays somewhere comfortably. So, he needs accommodation. It may be of different types i.e., from cottages or tourist lodges or a houseboat or a five star hotel.

c) Catering food and entertainment:

A tourist has to feed himself, the role of catering and food is one of the primary constituents. Restaurants, fast food joints etc., play a role in this regard with different cuisine to offer. Different forms of entertainments are provided as attractions at the destinations.

d) Intermediaries:

They are travel agency, tour operator and guide services. The constituent which co-relates all the components of tourism is the travel agent; / tour operator who has accumulated knowledge, expertise and contacts with providers of services.

e) Government departments/ tourist information's/ tourism organisations:

Many national and international organizations related to tourism form part of the tourism industry. They have played a vital role in tourism policy formation, planning, promotion, infrastructure and resort development, protecting the rights of tourists, negotiations etc. Factors like importance of tourism in generating foreign exchange, employment prospects, national interests and at times the stage of development have determined the need for such organisations and accordingly influenced their growth and functions. The organisations exist in public sector as well as private sectors and at different levels i.e. global, national, state and local.

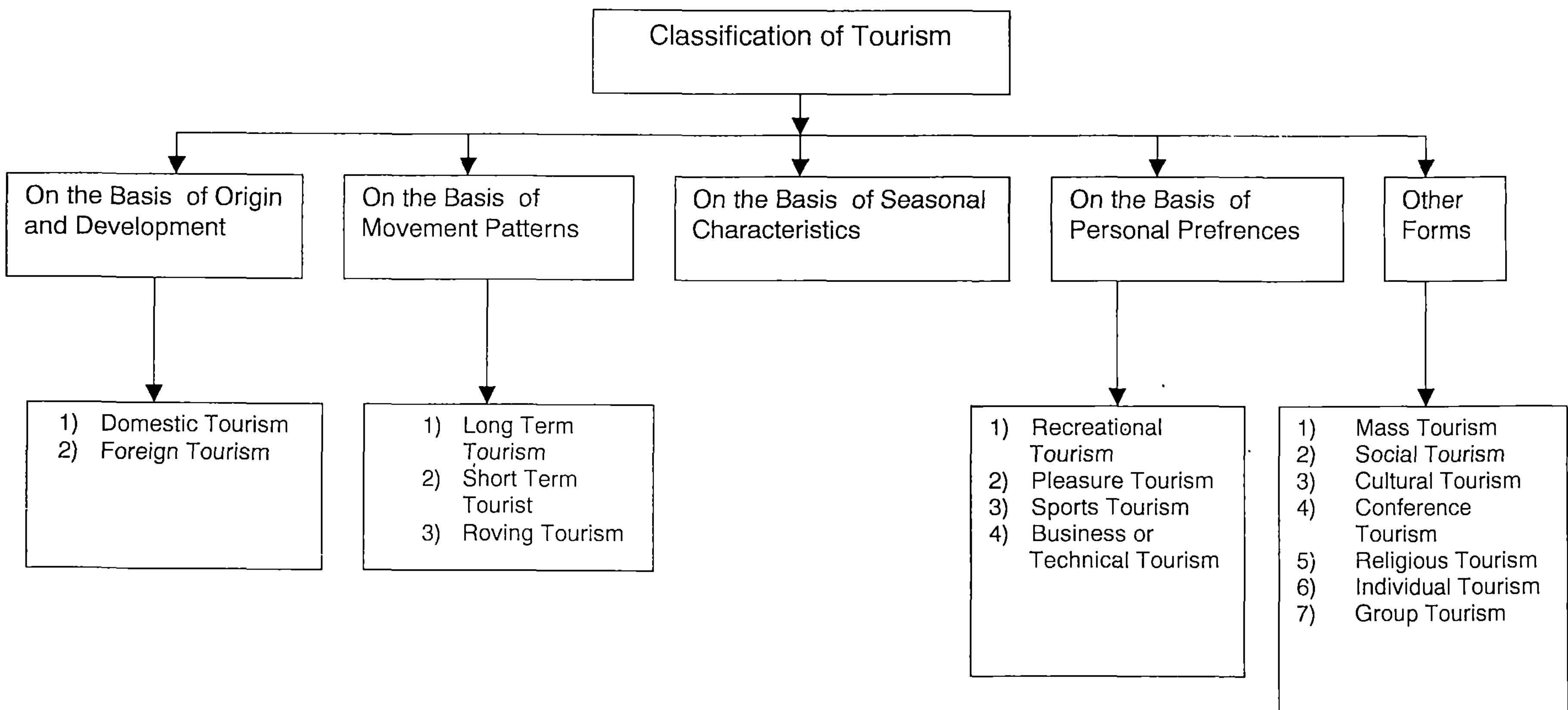
ii) Secondary constituents:

There are a variety of services that constitute the tourism mix which are directly / indirectly related to tourism. For instance, banks do not come under the tourism industry but they cater to tourists through traveller's cheques credit cards, moneychangers, etc. Similarly, insurance companies offer short-term safety or accident policies to tourists. Shops and emporiums, handicrafts and souvenirs, local taxi / transportations, hawkers and coolies, communication services at the destination, touts and brokers, advertisement agencies, publishing industries, artists, performers, musicians etc.

Classification of tourism:

Tourism is an economic product meaning the demand of the human beings and as such its market is created according to fluctuations of supply and demand. The majority of the demand of tourism enumerates the motives, which can prompt a person to make a journey for tourist region. These motives are varied and do exercise a decisive influence on the destination of the journey. Thus the diversity of tourist motivations generates the various types of tourism. The types of tourism are categorised in the following chart no.1.1.

Chart No.1.1.



(**Source :** Secondary Data)

a) **On the basis of origin and destination:**

Domestic tourism and foreign tourism:

Tourism is not limited within the boundaries of a nation. Tourists may travel to a foreign country or within their own boundaries. If he crosses his own country to visit the places of other countries is known as foreign tourism. Otherwise if he visits the various places within the country is called as domestic tourism..

b) **On the basis of movement patterns:**

The tourists stay in a place for a long time or they travel continuously and spend little time in various tourist places. From this view tourism may be:

1. **Long term tourism:**

Residential tourism comprises these tourists who have a holiday period of over one month and spend it in one specific tourist place. These tourists choose the quieter and peaceful places with a mild climate. Residential tourism usually takes place in the 'peak season'.

2. **Short term tourism:**

Seasonal tourism comprises the tourists who have a holiday period of not more than one month. These tourists also remain in one specific place for not more than a month. The main point of difference in the residential and seasonal tourism is the time factor.

3. **Roving tourism:**

Certain categories of tourists travel throughout their holiday period. They travel from place to place and never spend more than few nights anywhere. They are continuously on the move. Their purpose of travel is different from these of residential and seasonal tourists. They are most widespread in spring and autumn.

c) **On the basis of seasonal characteristics of tourism:**

There are various factors influencing the mass tourists flows during a particular season. Some of the incentives for travel for a sporting nature depend on natural conditions and the seasons - hunting, fishing, winter sports etc. These are also religious festivals - art and music festivals, trade fairs, exhibitions, which attract the tourists during a particular season.

d) **On the basis of personal preferences:**

1) **Recreational tourism:**

Tourists who wish to devote their holidays to rest, to recoup their physical and mental health and wish to refresh themselves when felt tired are included in the categories of recreational tourism.

2) **Pleasure tourism:**

Tourist leave on holiday for a change of climate, out of curiosity to see something new, enjoy beautiful scenery, unfamiliar folk lore, the quiet and noisy modern tourist centres. Some tourist of this

category found pleasure in travelling by constantly changing places and surroundings.

3) Sports tourism:

This tourism is motivated by the wish to practice sports. Winter and water sports, hunting and fishing are in greater demand. In this case there are big sports meeting like the Olympic games, the continental ski, football, hockey, boxing championship, cricket etc. which attract not only the sports man concerned, also thousands of followers and other interested people.

Winter sports, national sports, mountain climbing, trekking, hiking, soling, golf, hunting, fishing, canoeing, water skiing and skating, under sea fishing, dancing, beach games, mini-golf, hydro-cycling and the various indoor amusements which offer fun and entertainment. Countries, which are well placed to develop sports, have a good scope for tourist flow.

4) Business or technical tourism:

The professional journey of industrialist to visit the fairs and exhibitions are included into tourism is due to the fact that business men behave not only as consumers but often during their free time, as real tourists by benefiting from the attractions offered by the tourist places.

e) Other forms of tourism:

1) Mass tourism:

When large number of people participates in tourism it is called mass tourism. It is essentially a quantitative measure and is based on the proportion of population participating in tourism or on the volume of tourist activity.

2) Social tourism:

When people of limited means participate into tourism or measures are taken to encourage them to participate or to make it possible, it is known as social tourism.

3) Cultural tourism:

It covers all those aspects of travel, whereby people learn about each other's way of life and thought. Personal and international contact has always been an important way of spreading ideas about other cultures. Tourism is an important means of promoting cultural relations and international co-operation. Development of cultural factors within a nation can be viewed as a means of enhancing resources for tourism.

4) Conference tourism:

There are a number of international organisations and an innumerable conference, assemblies' academic and national symposia, which are being held every year in different countries. Local, state, national and international conventions are continuously being conducted. National associations, union groups, fraternities and

societies, educational associations, professional groups, educational advertisers and corporation of all types arrange annual meetings. Majority of participants of these conferences stay for several days in the city of the host country. By attending these conferences the people learn the facts of the conferences and also visit tourist spot in around the place.

5) Religious tourism:

Man undertakes journeys to places which is considered sacred or where he thought hid deity resided. And so begin the practice of going on pilgrimages, which he remained in vogue through out the ages with, of course, local variations and periodic adjustments. These fundamental concepts have always been that the deity lives or exercises a peculiar and powerful influence in some definite locality.

6) Individual tourism:

When a person or group of persons leave on journey for which they themselves establish the destination and programmes and which can at any time be freely altered. The tourist moves about individually or as a member of the group, irrespective of the way the travel, and the stay is arranged. Transportation, accommodation and other facilities are arranged separately either by the tourist himself directly with the carrier, hotel or other suppliers or through travel agent. The individual or family themselves taken care of ensuring such provisions or services, as they might need. This is known as independent travel.

7) **Group tourism:**

Group tourism or organised collective tourism or inclusive tour is where the tourist buys a trip, for which he is unable to distinguish the prepaid cost of his face from the cost of accommodation and other elements. It is also known as a package tour.

Modern tourism in India:

With a view to accelerating the development of tourist facilities in places of tourist interest both for domestic and foreign tourists; the government conducts a conference to the ministers of state and union territories about the factors, which give India added advantages over the other countries.

i) The land itself stretching as it does from the mighty Himalayas in north down to Kanyakumari in the south on the one hand and densely wooded areas in Assam in the east to the beautiful western gates in the west on the other. This landscape provides a wide range of natural beauty that can be matched only be few other countries in the world.

ii) India's rich historical and cultural heritage, which is more than four thousand years old, is matchless in artistic and aesthetic values. The famous monuments of India, which have witnessed its historic past, are among the finest creations known to civilized man.

iii) The people of India, a seventh of the human race, varied in their ethnic origin, religious and customs, as much as in their faiths, fairs festivals and their languages tied together by a common bond of unity, the people who for centuries have been taught to welcome a visitor as a friend.

iv) The rich arts and music; which have captured the hearts of the people all the world around. The new India emerging as a modern country dedicated to democracy, and making commendable progress in agriculture and industry, science and technology specially in the globalization era.

The rail network in India placed the means of recreation within the reach of an increasingly large number of people who had leisure time and the income to enjoy it. The middle class and working class people were also exposed to a travel culture. With a view to establishing an air transport network to link the remotest areas of the country, nine private airlines were incorporated into public sector corporation by the India Air lines. Domestic tourism was encouraged by providing the Leave Travel concession, since the new industrial giants in the public sector now provided employment to people from all the parts of the country. Youth and students were also provided concessions to travel and study in different parts of the country. To

increase the foreign tourist arrivals National Action Plan was introduced. New markets and diverse products like adventure sports, fairs and festivals and golf along with the traditional cultural attractions are now being developed into circuits, which cover the main tourist destinations in the country. The year 1992 was celebrated as the tourism year. It has been recognised as an industry and many policy benefits and incentives have been given to the private sector to invest in tourism to encourage its growth. Apart from the food craft and hotel management schools, the Indian Institute of Tourism and travel management was setup to train tourism administrators under the ministry of tourism (Now it is at Gwalior). Many universities began to introduce vocational education, and tourism education was one of the options offered at certificate, diploma and graduate levels. With all these and many more assets, India is a great attraction not only to a foreign visitor also to its own people who form the domestic tourists.

National level tourist organisations:

All the countries of the world are engaged in tourism have their own tourism organization at national level. It varies from country to country based on the political structure of the country, the level of economic development and potential value of tourism to the national economy etc. National tourism organizations normally undertake:

1) Research 2) Information and promotion with the country 3) Regularisation of standards of accommodation and restaurants 4)

Control activities of private travel agencies 5) Publicity overseas 6) Technical and judicial problems 7) International relation 8) Development of selected tourist areas 9) Overall tourism policy and promotion.

Tourism Development Projects:

Facilities created mainly for tourists such as hotel and restaurants, bus and car-hire services, entertainment, recreation and shopping opportunities. These facilities then have to be supported by 'related infrastructure' consisting of transport and communications network and public utilities such as power and water supply and sewage disposal. The related infrastructure is also used by the local people in most countries it is generally considered the responsibility of the government. In India, the tourism development project are undertaken by the DOT under the ministry of tourism

Department of tourism - Government of India:

To give the thrust to the tourism infrastructure, on 1st March 1958 a separate tourism department was created in the ministry of transport to deal with all matters concerning tourism.

By the presidential order dated 14th March 1967, the Department of Aviation and tourism which was under the ministry of transport and civil aviation was formed into a separate ministry designated as the ministry of tourism and civil aviation, with two constituent department

i.e. Department of Tourism and Department of Civil Aviation. The ministry was under the charge of a full time minister.

The organisational set up of DOT:

At the Central level:

With the formation of the new ministry of tourism and civil aviation, tourism got the importance due to it and thereby achieved all-round expansion in its activities. It is headed by the director general of tourism-carried an ex-office status of an additional secretary to the government of India. He is assisted by one additional director general, one joint director - general, a deputy secretary and four-deputy director - generals at the head quarters.

The functions of the department of tourism are both promotional and organizational which are conducted by the following divisions:

(1) Planning and programming

(2) Publicity and conference

(3) Travel trade and hospitality

(4) Accommodation

(5) Supplementary accommodation and wild life

(6) Market research and

(7) Administration.

The activities of the department are:

(1) Collection, compilation and dissemination of tourist information in India and abroad and attending to enquiries from international tourists, tour operators and travel industry.

(2) Co-operation with international travel and tourist organizations at government and non-government levels.

(3) Development of tourist facilities of interest to international tourists.

(4) Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.

(5) Simplification of frontier formalities in respect of international tourists.

(6) Regulation of activities of the various segments of the travel trade, such as hotels, youth hostels, travel agents, wildlife outfitters, guides, tourist car operators and shopkeepers catering to tourist needs.

(7) Compilation of statistics and market research on international tourist traffic to India and their utilization for more effective tourist promotion.

At the State level:

In Tamil Nadu information and publicity department was looking after the subject relating to tourism publicity and information in sixties. The subject was looked by the social welfare department in the late sixties at the secretariat. The necessity for the full-fledged tourism

using was thought of and a special officer for tourism department was formed. Tourism as a wing of public department established in 1970 headed by a special officer as the Ex-officio additional secretary to government and director of tourism, public (tourism) department. In 1971, the Tamil Nadu tourism development corporation was formed with the same officer as the managing director. This enabled tourism planning, marketing, and publicity with close coordination and gained a notable place for Tamil Nadu in the tourism map of India.

In 1971, a full-fledged department for tourism was established. Now it has 14 tourist offices in the state and 4 tourist offices in the rest of India. There are 14 tourist information centres functioning in major railway junctions, bus terminals and airport in the state of which 3 tourist information centres are in neighbouring states capitals.

At present the DOT, government of Tamil Nadu and Tamil Nadu tourism development corporation Ltd are functioning in its own premises in Omandurar government Estate on Wallajah Road Chennai. The premises were recently constructed with a total outlay of Rs.2.5 crores.

Formal and Informal sector dichotomy:

Formal and informal tourism distinguished both sectors based on the size of the business. Accommodation restaurants, recreations centre and souvenir-shops as belong to the formal sector. However, street vendors, prostitutes and craftsman as being informal sector.

Speciality of Tourism:

In tourism, the product is given a spontaneous characteristic, because of the intangible aspect of service. The remembrance, tourism patrimony, matching space, perishability, carrying capacity, changeability, fixed operating costs, seasonality of demand are some of the things which makes tourism is a different industry.

In recent trend, increasing in traffic all over the world testify that tourism is a product of mass consumption. All the states of India realize the importance and concentrate to develop the tourism and funds were allotted in the budget for the development of tourism. In Tamil Nadu every year the government increases the funds allocation to develop the tourism and the attention give to develop both domestic and international tourism.

Statement of the Problem:

Development of tourism in a country helps to increase the national income, generate employment opportunities both directly and indirectly and increase the socio and cultural values. The study is aimed to find answers to the following issues related to the tourism development viz., for a period of nine years - from 1993-94 to 2001-02 - there has been a considerable development taking place in Indian tourism arena. Planned economic development, globalisation of Indian economy, participation of public sector undertakings in tourism services

have opened up new issues. Further, the Indian tourism is redefined so as to attract domestic and foreign tourists on a large scale. The present study is aimed at to assess the growth and growth needs, from the point of view of the constituents of the tourism sector. The tourism to flourish many promotional measures add impetus. As the industry grows many developmental issues crop up, which are found to be inevitable. Only proper guidance and patronage to the industry can be of immense value so as to navigate to the desired direction.

Scope of the study:

There is every scope to study tourism as an industry at the macro and micro levels. The constituents of tourism such as transport, accommodation, travel, tour operation, guide service and escorts etc., which contribute abundantly may open up new vistas. Empirical studies on various issues of tourism constituents have been attempted at the governmental and non-governmental levels at the national, regional levels.

The part played by tourism in nation-building activities, economic benefits - both tangible and intangible - cultural influences are vastly. Though much can be said and done at the positive side of tourism and impacts, there are adverse (negative influences) do persists, in the form of environmental effects, bad cultural influences, unethical practices etc.,

The present study is an attempt to explore the possibilities of development taking place in the constituents such as transport, accommodation, tour operator, guides and other facilities at the micro level confined to three revenue districts, focusing attention on four very important tourist places (Thanjavur, Velankanni, Nagore and Poombuhar) from among half a dozen places. The study of this kind will provide opportunities to discuss the various constituents of tourism the coverage and quality aspects to tone up the tourism sector.

Objectives of the Study:

The broad objectives of the study is to examine the operation of tourism services and user expectations and development in Tamil Nadu with reference to Thanjavur, Nagappatinam and Tiruvarur districts. The specific objectives are:

1. To assess the pattern of growth of tourism in Tamil Nadu over a period of time.
2. To study the growth needs, extent of services offered by the public and private sectors.
3. To study the promotional measures of tourism.
4. To analyse the user-expectations and fulfillment through identified parameters.
5. To identify the developmental issues confronting the growth of tourism industry and to suggest measures to overcome.

Review of Literature:

Several studies have been made by various research scholars on the very broad area of tourism and tourism development. The present study reviews the available literatures on the tourism, development, growth in India, promotion, impacts of tourism development and the efforts of government and private sector in tourism development.

"Tourism is a sensitive to world economic and potential conditions. It can occur on a large scale where a great majority of people enjoy some prosperity and security"[1]

Max Muller stated the India beauty as "If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow - in some parts a very paradise on earth - I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has deeply pondered over the greatest problems of life, and has found solution of some of them which will deserve the attention even of these who have studied plato and kant - I should point to India"[2]

---

[1] **Bhatia. A.K.** Tourism Development, New Delhi, Sterling Publications Pvt. Ltd., 1999, p.26

[2] **Bhatia. A.K.** Tourism Development - Sterling Publications - Pvt. Ltd., 1999, p.278.

Thomas Cook, the pioneer of organized mass tourism in England, as long back in 1860 stated about the beauty of earth as "Gods earth in all its fullness and beauty is for the people"[3]

Stepen L.J. Smith pointed out the importance of tourism as "tourism has the potential to be a significant export commodity for a destination and thus a contributor to the GDP. It is also a source of job creation, especially for individuals entering the labour force with limited skills"[4]

The World General Assembly held in Istanbul - In the debate, on 'Tourism 2020 vision', the growth of tourism sector in the 21st century are expected as 1.6. billion tourist will be visiting foreign countries annually, spending more than US $5 billion every day.[5]

Dr. Eleonore Rahimi - Laridjani, Director Max Muller - Bhavan said the tourism industry was the biggest employer in the world and quoting reports said over a billion tourist were expected to flood the country by 2020.[6]

---

3 **Bhatia. A.K.** Tourism Development - Sterling Publications Pvt. Ltd. 1999, p.1.

4 **An Article by L.J. Smith** - Tourism in Outdoor Recreation, Leisure and Tourism - by Willam C. Cartat and D.W. Lime - CAB International 2000. p.25

5 **An Article** - 'Tourist will spend $5b every day by 2020' - Published in Travel Review - December 1997 - p.10

6 **An Article** - 'Seminar advocates eco - friendly tourism" - The Hindu - September 23, 1999.

Tamil Nadu is a window to the modern south as much as it is a wide open archive of ancient legacies.[7]

"A major strength of India tourism is its rich cultural heritage. A foreigner in India should be fully exposed to evening entertainment programmes that bring out the very best of our traditional music, dance, folkfore, etc. Publicity generated from such programmes would have a tremendous spin-off effect. The MOT in collaboration with private entrepreneurs should catalyse development in the field"[8]

Arum Kumar Sarkar states "the growing figures of tourist traffic and foreign exchange earning of India explain the development of aviation and tourism in the country"[9]

In the words of Mark Twain "India is one country under the Sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded or free and on land that all men desire to have seen and having seen

---

7 **B.S. BADAN** - Tourism India Common Wealth Publishers - 1998 - p.45

8 **Report of the National Committee on Tourism** (New Delhi, Planning Commission, Government of India, 1988) p.71-72.

9 **ArunKumar Sarkar** - Action Plan & Priorities in Tourism Development, 1998.p.235.

once by even a glimpse would not give that glimpse for shows of all the globe combined"[10]

"The museums located in the cited of tourist interest, represent the characteristics of the religion, then have rare manuscripts sculpture, paintings, an terracotta's etc.,"[11]

The infrastructure of tourism in India are not highly developed which leads to slow growth of tourism. This is pointed by our Home Minister Shri. L.K. Advani in the conclave on tourism and sustainable development in State as "of course our failure to develop infrastructure adequately is one of the reasons for slow growth of the tourism industry"[12]

To develop the tourism in the North and Eco-Tourism the tourism Minister of State Ms Uma Bharathi announced "the formation of a National Tourism Policy valid for 10 years which will 'participation of people' at the core. The policy will focuss on increasing access to India, enhancing the carrying capacity of air lines"[13]

---

[10] **Bhaka - A.K.** 'Tourism Development' Sterling Publishers Pvt Ltd. New Delhi p.287.

[11] **Ram Acharya** - Tourism & Cultural Heritage of India - 1980, p.142.

[12] **The Hindu** - December 10 - 2000. Published under the title "India lacks tourism - friendly policies"

[13] **An Article** - 'India lacks tourism - friendly policies - The Hindu - 10th Dec.2000.

To develop India as a fastest growing destination in the world, the public and private sector must work together. This is stated by the Regional Director (Asia). Mr. Frank. W. Skillback in the 35th Annual convention of the Federation of Hotel & Restaurant Owners Association of India (FHRAI) as "India's public and private sectors to work together to make India one of the world's fastest growing destination for sustainable tourism in 21st Century"[14] .

Through tourism direct and indirect employment are being created. Harvey Golub - Chairman - World Travel and Tourism Council stated "we want governments around the world to realize that the travel and tourism industry is the largest generator of jobs"[15]

Francesco Frangialli, Secretary General of the WTO state in the debate over the role of private sector in the near future as 'I am pleased with the high level of participation and interest that this Assembly generated. I think we have reached a consensus on the building of a real and active private - public partnership"[16]

---

[14] **An Article** - WTTC - Assocham move to boat tourism - The Hindu - Dt. September - 27 - 1999.

[15] **An Article by Manmohan Sadana** - Tourism can it eradicate unemployment - Travel Trends - April 1998.

[16] **An Article** - 'Tourist will spend $5b every day by 2020' - Published in Travel Review - December 1997 - p.10

Mr. Ashok Pradhan, Director General of the Ministry of Tourism (MOT), Government of India, said "India Tourism promises to be the major industry of the 21st century will get its legitimate position in the coming years"[17]

The degree of importance of the relationship between tourism and environment is cited in Mamila Declaration.

"Tourism resources available in various countries consist of the same time of space, facilitate and values. These are resource whose use cannot be left uncontrolled without running the risk of their deterioration, or even destruction. The satisfaction of tourism requirements must not be prejudicial to the social and economic interests of the population in tourist areas, to the fundamental attractions of tourism and historical and cultural sites. All tourism resources are part of the natural heritage of mankind. National communities and the entire international community must take the necessary steps to ensure their preservation. The conservation of historical, cultural and religious sites represents at all times, and notably in time of conflict one of the fundamental responsibilities of states"[18]

---

[17] **An Article** - Government to focus on tourism industry - The Hindu - September, 17, 1999.

[18] **World Tourism Conference** held at Manila in October, 1980,p.33.

"Tourism sector offers tremendous scope for deploying information technology"[19]

In the study of Arora, it is reported that almost every country aims at earning a good deal of economic benefit from the tourism industry[20].

"In the study of D.B. Gupta, stated that in developed countries the economic benefit from tourism ranged from 20 to 40 percent."[21]

"P.C. Sinha states that, Tourist create income which is interlinked with employment. Being a labour intensive industry, the greatest proportion of income is derived in the form of wages & salaries. The higher the amount of labour employed, the greater is the income generated"[22]

"Alternative forms of Tourism" as a replacement seams to have increase in the course of modernization"[23]

---

19 **Mr. C. Reganthar** - Paper - Application of Advanced Information Technologies in Tourism - Indian Institute of Management Ahemadabad - "Tourism in the 21st Center" - G.S.Batra - Ammol Publication - p.33

20 **Arrora K.K.** Tourist industry in Kumeon (Ph.D. Thesis), Agra University 1971 - p.212.

21 **Gupta. D.B.** Income and employment effect of tourism: A cast study of Jammu Kashmir State (Ph.D Thesis) University of Jammu 1983, p.p.48-49.

22 **P.C. Sinha** - Tourism Impact assessment, p.34.

23 **P.C.Sinha** -Cerography strutting tourism travel -Anmo publication N.D 1998 - P.156

The seventh five year plan acknowledges the beneficial characteristic of tourism in the following words.

"Tourism is now recognized as an activity generating a number of social and economic benefits. It promotes national integration as international understanding, creates employment opportunities & augments foreign exchange earnings. Tourism also gives support to local handicrafts cultural activities, expenditures by tourists has a multiplier effect and also generates considerable tax revenue. All these benefits are achieved with a relatively low level of investment"[24] ✓

The chairman of the Tourist guide association of India Mr. P. Ashokan state that "the guides are the pillars of tourism because they change the visitors become friend after visiting a place"[25]

To promote tourism, L.P. Gupta, former Chairman, Tourism Committee, said "infrastructure developed for domestic tourist will provide a sound base for international tourists and for the development of adequate infrastructure, efforts should be made to lure private sector"[26] ✓

---

[24]√**Government of India** - Seventh Five Year Plan -p.234

[25] **Kurunji** - An article - Valar Thozhil - April - 2001, p.42.

[26]√**An Article** - FICCI's Plans for tourism developemtn - TAAI - TRAV - Talk Special OAY - 1

Mr. Iraianbu, MD, TTDC, advocated "a comprehensive strategy in promoting bio-degradable products with eco-tourism now getting a fillip. He also pointed out that the participation from villagers is must"[27]

The steps taken by the Government to increase the foreign tourist traffic to India include vigorous publicity campaigns with emphasis on consumer advertising, setting up of public relations with overseas media agencies, tour operator and travel agencies promotion of special interest tourism & marked India in segments, launching of off-season schemes &promotional schemes, development of infrastructural facilities of transport systems including charter traffic etc.[28]

Advertism and Public relations are tools for tourism promotion are not exclusive but complementary to each other. Proper and judicious blend of these is central for the successful marketing of a tourism product"[29]

The major economic benefit in promoting the tourism industry has to be the earning of foreign exchange. Income from foreign tourism in the form of foreign exchange earnings adds to the national income

---

[27] **An Article** - 'Seminar advocates eco - friendly tourism" - The Hindu - September 23, 1999.

[28] **Fifty Year of India Tourism Percy** - K. Singh - 1998, Kanishka Publishers & Distributors.

[29] **Tourism Management & Marketing** - The Business of Travel Agency Operation - A.K. Bhatia Sterling Publishers 1997 - N.D.

and, as an invisible export, may offset a loss on the visible trading account and be of critical importance in the overall financial reckoning.[30] ✓

The creation of WTO is not only a proof that the state are fully conscious of their own responsibilities in the field of tourism, but also of the establishment of tourism to its rightful ranking at international level. India is a full member of the 101 membership WTO.[31]

More entry points must be developed to the tourist. An article published in Business India quote that "80% of tourists enter through Delhi and Bombay only"[32]

"Adventure tourism has come to stay and it is very much a growth oriented venture. By the end of 20th Century it will form a substantial part of all tourist activity."[33]

"Hotel Corporation of India Ltd, India Tourism Corporation Ltd, India Tourism Transport Undertaking Ltd, are amalgamates on

---

[30] **Pushpinder S. Gill** - Tourism Economic and Social Development - Anmol Publications Pvt. Ltd. P.24.

[31] **Praveen Sethi** - Nature & Scope of Tourism - 1999.p.173-174.

[32] **Business India** January 16-29 - 1995 Page.57.

[33] **Sunil Gupat S.P. Banses,** Tourism towards 21st Century. Deep & Page Publications Pvt. Ltd. No. 1998 - p.108.

October 1, 1966 into a unified corporation by the name of India Tourism Development Corporation Ltd."[34]

The concessions given by the government, for establishment of hotels "concession of imports for setting up new hotels, particularly catering to foreign tourists are 100% investment on Non Residents Indian (NRI) in hotel. Against the present concession of 74%".[35]

"The Government of India has announced some rich incentives for foreign collaboration in India's hotel industry. The Interest its shown by the international hotel chain hoteliers".[36]

"The ITDC proposes to construct Yartri Nivas in collaborations with the state govt. can hand them over to the state authorities for running them"[37]

Specific travel circuits have been developed in collaboration with the tourism development bodies of each State, so that every region of

---

[34] **Market Research Division Dept of Tourism:** India Tourism state offices 1984 - N.D. 1985

[35] **Singhal, I.C.** Incentives for hotel industry finalized, The Economic Times, September, 1-1998.

[36] **The Economic Times**, November 25- 1988

[37] **Two day conference to promotion of tourism** - held of Lakshadweep's Bangarom Island- May, 11-13, 1990

the land has something different to offer. "The tourism festivities are to be developed in Madurai, Mysore, Ooty and Cochin".[38]

"It was decided that infrastructure should be developed in a phased manner with the combined resources of the control the State Government of private sector".[39]

To promote tourism, the Government of India announced, "NRI are allowed to import air taxis from their own foreign exchange reserves and offer paying the prevailing custom duty".[40]

Government of India organized several festivals, trade fairs, exhibitions in many countries for attracting foreign tourist. India participated in variety of trade fairs in Berlin, London, Milan, Tokyo and Sydney in 1989. In many of these participating nations our exhibits & stalls were adjudged to be among the best memorandum".[41]

"In order to popularize festivals, celebrations and fairs and to promote tourism in India, the ministry has a scheme for giving financial

---

[38] **Golden Square for Tourism in South**, The Hindu -February, 5-1987

[39] **South Promotion**, Know India July 1989, p.6.

[40] **Know India**, June 1989. P.6

[41] **Economic Times** - March - 12, 1990.

assistance to State Government for these festivals which attracts both foreign and domestic tourists."[42]

Mr. A. Vathiyanathan the Director of the Achaya Indian Tours and Travels Pvt. Ltd. State that to develop the tourism "selection of the right place, pleasant journey and proper guidance are necessary for developing the tourism."[43]

The Commissioner of the TTDC, Mr. Kasinathan state, "the government decide to promote tourism by creating a separate web site for tourism department".[44]

The government has launched several schemes to attract tourists from overseas. These includes 'India on the House' to promote stop-over tours by transmitting passengers; 'Affordable India' offering concessional air fares during lean season, and promotion of chartered flights to selected destinations"[45]

---

[42] **H. Laji Pathi Rai,** Development of Tourism in India, Printwell - Jaipur - 1993, p.103.

[43] **Haris** - An Article - Valar Thozhil - April 2001 - p.33.

[44] **Rajalakshmi** - An article - Valar Thozhil - April - 2001, p.63.

[45] **Tourism Policy of Government of India**, Op.cit. p.6.

The tourism potential of India is not wholly known by the foreigners. This has been stated by the Madv Suri as "The awareness about India's tourism potential among foreigner is low"[46]

Bezbaruah, Chairman - PATA, state the important role of private sector as "dealing with the specific issues of the future, the technological revolutions, particularly in information technology have made the world a truly global village. The concept of time and space have collapsed, cultural boundaries have evaporated. The travel and tourism sector; it is predicted, will see the globalisation process accompanied by increased concentration, and vertical integration of the private sector"[47]

To me the global competition a change in the existing regulations is necessary, the FHARI president Mr. K. K. Mehra, stated as "an authority that has a powerful say in the formation of infrastructure plans of the country and is able to make changes in inter-ministrial controls and suffocating regulations. The existing haphazard and stifling

---

[46] **An Article** - Tourism - Not a booming Business - Economic times - Dec.1999.

[47] **A Report** - "India at PATA 2000, Hong Kong - Travel Trends Tabloid - June 2000.

controls will be totally irrelevant in the global competition of the 21st century."[48]

About the hurdles of tourism development, MS Shukla Bose MD, RCI, India lamented that there was lack of awareness on the time share industry from operators who come with unrealistic objectives, to policy makers who are unaware of how global players operated. She stated "Foreign companies want to see their investments yield fast. There is no synergy in speed. Seventy two clearances are required in India before setting up a resort. Thirty two percent of our costs are unaccounted."[49]

The Indian Institute of Tourism and Travel Management designed a unique concept of Video Lecture Series, which has been commended by the WTO & Pacific Asian Travel Association. It has developed a comprehensive programmes of providing languages training course at grassroot level to supervisory officials & tourist guides"[50] ✓

---

[48] **An Article** - WTTC - Assocham move to boost tourism - The Hindu - Dt. September 27, 1999.

[49] **An Article** - Trying times for Tourism - Travel Trends Tablbid - December, 1998.

[50] ✓ **Annual Report** 1988-89 Op.cit. pp.77-99.

Ogilve is perhaps, the first economist to realize the impact of tourism on the accommodation infrastructure who has observed 'a nation of shopkeepers has, in a large measure, become a nation of inn-keepers'.[51]

Pesi M. Shaw, President of the Western India Hotel and Restaurants Associations state that, a 'budget hotel ' meats a "hotel with no frills", where a security of person and baggage, privacy, well ventilated rooms, comfortable bed and clean toilets are the critical ingredients."[52]

The guidelines adopted by the WTO at the sixth session of its General Assembly (Sofia, 1985), "At places of transit and sojourn tourist must respect the established political, social, moral and religious order and comply with the legislation and regulation in force".[53]

The owner of the Sri Travel state "the state government did not give any priority to the tourist in the fare of ship, rail, etc. It also reduce the LTC (Leave Travel Concession) of the government employees. It may affect the tourism development"[54]

---

[51] **Pragati Mohanti** - Hotel industry & Tourism in India - N.D. - 1999 - p.7

[52] **An Article by Mahesh Vijapurkar** 'Budget Hotel ' concept catechus on 'The Hindu, September 29, 1988

[53] **Economic Times** - September 27, 1988.

[54] **N.M. Loganathan** - An article - Valar Thozhil - April - 2001. p.44.

Methodology:

The research was conducted at Thanjavur, Nagapattinam and Tiruvarur, revenue districts of Tamil Nadu by collecting both primary and secondary data. To collect the data from the tourists who have visited the places of interest in the three districts, a random sampling method was adopted for identification and collection of data. A sample of 365 tourists was contacted and data were collected from them on the basis of prestructured and tested questionnaire. To supplement the data of tourist respondents, several rounds of discussions were made with the officials at different levels.

Secondary data was collected from the books, reports and records maintained by the department authorities. The collected data have been analysed descriptively and wherever possible with table analysis.

Various statistical techniques have been used to translate the differentiality over perception regarding various facilities available in the four study regions of tourist importance among various social status groups and influence of an independent variable such as sex, education, income, etc., on various dependent variables, like, 'catering facilities', 'transport facilities', etc. available in the tourist places. Statistical tool like co-efficient of variation, 't' - test, Chi-square analysis and multiple regression model have been used to find out the

satisfaction level of tourists and their perception. The statistical supplementary details are given in the Annexure - I.

Hypothesis:

The study is made by framing few hypothesis viz.,

1. There is no positive relationship of the accommodation facilities offered to the tourist arrivals at the tourist places.
2. The various social variables of the tourist determine the satisfaction of the facilities available at the tourist places.
3. The tourist travel is disturbed due to strike, agitation, riots, etc. at the tourist places.
4. The tourists are - socio personally - disturbed by the residents of the tourist places.

Limitations of the Study:

The present study has been made with the following set of limitations:

1) In view of the accessibility of data and to have relevance of data, for discussion, a period of nine years from 1993-94 to 2001-02 has been selected.
2) From the number of tourists visited at various places in the study area, 365 tourist respondents were contacted to collect primary data. Besides, a sample of traders, tourist offices were contacted to collect on the spot information.

3) A study of this nature does involve the attitude of the tourist respondents towards the various dimensions of the study. Their individual perception at the time of data collection alone were considered.
4) The general and specific conclusions of the study pertaining to the place and time cannot be universalised.

Chapterisation:

Chapter - I Introduction:

In this chapter the tourism and its relevance, constituents elements and types, the scope, objectives, methodology, review of literature and limitations of the study are presented.

Chapter - II Pattern of growth of tourism:

It deals with the domestic and foreign tourists arrived at in the various places of the study area, factors influencing the growth of tourism, tourism since independence, the travel agency operation, types of tour operators etc.

Chapter - III Growth needs and extent of tourism services:

It focuses the growth needs, tourism infrastructure, role of the state, local authorities, travel agent, guides, facilitation and new technology.

Chapter - IV Promotional measures:

This chapter focuses the attention on various departmental activities for promotion, tourism policy, recognition of travel agents, regional office promotion, tourism publicity, tourism finance and role of the State in promoting tourism etc.

Chapter - V Evaluation of tourist expectations:

It analyses the various facilities expected by the tourist at the tourist places like, catering, shopping facilities provided by the public and private sector, attitude of traders, environment of the tourist place and other civic body facilities and their fulfilment.

Chapter - VI Developmental Issues:

This chapter identifies short falls in tourism product marketing, issues on tourism development, socio-cultural problems, problems for development of tourism and other related issues.

Chapter - VII Findings and suggestions:

It includes conclusions of the study and recommendations there from and also suggestions for the further development of tourism.

CHAPTER – II

PATTERN OF GROWTH OF TOURISM

In this chapter, the growth pattern of domestic and foreign tourist arrivals in Tamil Nadu and in the various tourist places of the study area, the factors influencing the growth of tourism, since independence and the various constituents relating to growth like accommodation, transport operations, travel agency, tour operators, tourist guides and escorts, growth of shops at tourist places are discussed.

India has a long tradition of religious travel both in India and from abroad. International tourism in its present form is relatively of a recent origin. With a higher personal income and better education, there is an increasing secularization of beliefs and pleasure components added to the familiar pilgrim routes and itineraries. Consequently monasteries, temples and shrines have now begun to advertise special tours because the economic benefits of pilgrims / tourists have become alluring for these trusts. Melas at sacred shrines are now great attractions. Pilgrimage sites are now become an important tourist destination when compared to other forms of tourism because they are closely associated with the cultural identity of a destination on religious background.

Tamil Nadu has over 2000 year of continuous cultural history, the great attractions of Tamil Nadu lies in its magnificent temples and monuments, fine beaches, hill stations, unspoilt forest resources, wild life, flora and fauna. The hospitality of the people is also very unique with warmth and gentility.

There are more than 30,000 temples in this State, which has given Tamil Nadu the title "Land of Temples" built by various dynasties. The people of Tamil Nadu always been god fearing a lot. The Tamils, Christian and Muslims construct their religious oriented temples in different places especially in Thanjavur, Nagapattinam and Tiruvarur revenue districts. In these three districts there are number of temples, churches and mosques. The domestic and foreign tourist visited the various pilgrimage centres every year in large numbers.

The growth pattern of tourism in Tamil Nadu and in these three districts are assessed with the various constituents of tourism like, tourist arrivals, services rendered by the tourist operators, hotels (accommodation), travel agency, tourist guides and shops at tourist places.

Factors influencing the growth of tourism:

Socio-economic factors like income, mobility, age, education and cost are thus crucial in the evolution of demand. Together with leisure

these are responsible for determining the growth of international tourism.

Louis Erdi (1970) of the Swiss Federal University lists the most comprehensive factors influencing the growth of tourism.*[1] They are:

1) Greater affluence and more leisure for an increasing number of people, particularly in the developed countries.

2) The emancipation of the young, and the relatively higher wages they possess (when they have no family responsibility) enabling them to travel.

3) Transport facilities and there is a higher rate of car ownership.

4) An enormous growth in international business necessitating travel.

5) Package tours allow people unused to making their own arrangement to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.

6) Relief from adverse climatic conditions in the home country.

7) Travel has become a status of symbol.

8) Conferences and business meetings are proliferating.

9) Better education has interested a large section of the public in cultural tourism.

10) World exhibitions and trade fairs have become very popular.

*1. Tourism Development Principles and Practices – A.K. Bhatia. p.60

11) Publicity has become more and more aggressive, whetting the appetite of even the most unwilling to travel.

12) Ideological pressure groups (political, cultural, scientific etc) hold more and more annual conventions etc.,

Tourism in Independent India (Plan Periods):

The five year plan is like a mirror of the country's perception and directions on socio economic progress. In the first five year plan, there was neither allocation for "tourism" nor any mention in the document about "tourism". In the second five year plan there were some schemes on tourism with no specific allocation of funds for tourism.

In the third five year plan many programmes concentrate largely on the provision of facilities for accommodation and transport. Subsequently tourism has been recognized in ulterior five year plan as an imputed reference in Indian economy as a great contributor to economic growth. The third five year plan makes a difference between central and state schemes. The central schemes concentrate to provide facilities to the foreign tourists and the state plan intended mainly for home tourism. The fourth plan looks at foreign exchange earnings and employment generation. The concept of selective approach to development of infrastructure that was to become the cornerstone of subsequent tourism policy, is mooted in the fourth plan. Tourism seems to have suffered a setback in emphasis, both in respect

of resource allocations as well as in terms of broad objectives in the fifth plan. There is neither broad strategy, nor perspective plan in respect of the future, and there is no identification about government's thinking on the issue.

The sixth plan marks the beginning of a new thinking on tourism in India. The emphasis also shifts from schemes to strategies and from foreign exchange earnings to wider issues of economic development. Infrastructure development for tourism promotion continues to be the primary focus of attention in this plan and the importance of environmental surroundings, preservation of local culture are duly recognised. For the first time, the concept of 'selective travel circuits' to maximise returns on investment and to obtain the most cost efficient of scarce resources is clearly mentioned as a strategy. The plan document refers to the importance of coordination of activities among the centre, the states and private sector and bring into focus an area critical to the development of tourism.

The seventh plan includes the role of tourism and a review of the development of tourism. During this plan, the government decided to foster the development of tourism and redefine the role of public and private sectors in the tourism development.

The eighth five year plan refers to the "watershed in the development of tourism in the country". It makes a few significant and valid observations about the future strategies.

The ninth plan policy framework on tourism, however introduces a few elements of policy. The government has taken action to coordinate all the relevant agencies involved in the tourism. It brings out the importance of people's participation at the grass roots level for development of tourist facilities and creating a tourist friendly atmosphere. Keeping in tune with overall government policy of balanced development, the plan for tourism also makes a special reference to regional development.

At present the tourism is international in character, more so than in many other forms of industrial enterprises. An important characteristics of international tourism is that it is dominated by short-hour visitors. Mobility is the sin-quo-non of tourism and social economic, political, situational and technological forces influenced it.

Tourist Arrivals:

In Tamil Nadu the foreign and domestic tourists visiting at various places is increased year after year. In the study area of Thanjavur, Nagapattinam and Tiruvarur districts there are many tourist sports of which some of the places are choosen by random and they are discussed with.

Thanjavur: It is one of the important tourist places. Scenically the best enchanting districts in the state, greeny, airy and lovely. Thanjavur occupied the proud position as the capital of great cholas. The history of Thanjavur is far older than the chola period and the city rose to dizzying heights, becoming the centre of Tamil learning and culture. The Tamil University, set up recently is situated here. Today, what remains of its glorious legacy are the temples of the cholas, not less than 74 of which are around Thanjavur itself. These temples grab the imagination of the tourist and sky in the minds of the visitors mind long after they have left Tamil Nadu.

The Brahadeeshwarar temple is one of the celebrated temples in South India, built by Raja Raja Chola the dynasty's finest contribution to Dravidian temple architecture. In the temple, the vimanam soars high while the gopuram remains stunted. The 64.8 meter tall, 14-tiered pyramid shapped vimanam rises from a square base and is tapped by a huge monolithic coupla carved out from an 81.3 tonne block of granite that was installed with the aid of a 6 k.m long inclined plane. The tower is a testimony to the engineering skill of the chola architect who planned its construction in such a way that the shadow of the gopuram never falls on the ground.

Very near to the temple the palace was built by the Nayaks and renovated by the Marathas. The houses of art gallery, a library and a hall of music are also constructed and situated here.

The Raja Raja Chola Art Gallery has some fine places of stone and bronze sculptures from the 9th and 12th centuries. Over 30,000 Indian and European manuscripts written on palm leaf and on paper are preserved in the Saraswathi Mahal Library. The Sangeetha Mahal hall testifies the skill of its builders.

Handicraft products like ormental plates, icons, brass and copper bowls in laid with silver, traditional Indian musical instruments, bell metal castings, paper made dolls, carpets, silks and jewellery are available at Thanjavur.

The Table number 2.1 and Figure 1 shows that the number of foreign and domestic tourists arrived at Thanjavur during the year 1993-94 to 2001-2002.

Table 2.1.

Comparison of Domestic and Foreign Tourist arrivals in THANJAVUR region with overall Tourist arrival in Tamil Nadu during the year from 1993 - 94 to 2001 - 02

Year	DOMESTIC TOURIST ARRIVAL					FOREIGN TOURIST ARRIVAL					Total Tourist Arrivals in Thanjavur Region	Total Overall Tourist Arrival In Tamil Nadu
	Overall	Thanjavur Region	Percentage To Thanjavur Region Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall Total (% to Col.13)	Overall	Thanjavur Region	Percentage To Thanjavur Region Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall (% to Col.13)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
1993-1994	16025994	263367	96.25	1.64	1.59	498121	10263	3.75	2.06	0.062	273630	16524115
1994-1995	17214973	352072	97.04	2.05	1.98	585751	10757	2.96	1.84	0.060	362829	17800724
1995-1996	18202666	238778	95.69	1.31	1.27	613982	10761	4.31	1.75	0.057	249539	18816648
1996-1997	18928044	348239	96.81	1.84	1.78	636642	11467	3.19	1.80	0.059	359706	19564686
1997-1998	20413193	388260	96.60	1.90	1.84	636400	13655	3.40	2.15	0.065	401915	21049593
1998-1999	21136941	431175	96.06	2.04	1.97	722442	17682	3.94	2.45	0.081	448857	21859383
1999-2000	22981882	496485	95.73	2.16	2.09	786165	22153	4.27	2.82	0.093	518638	23768047
2000-2001	23689403	503631	95.94	2.13	2.06	805634	21307	4.06	2.64	0.087	524939	24495036
2001-2002	24793765	539597	95.88	2.18	2.10	847060	23179	4.12	2.74	0.090	562776	25640824
Mean	20376318	395734	96.22	1.92	1.85	681355	15692	3.78	2.25	0.073	411425	21057673
SD	3033169	106136	0.49	0.28	0.27	115570	5402	0.49	0.42	0.015	111248	3146858
CGR	4.97	8.30	-0.04	3.17	3.14	6.08	9.47	1.05	3.20	4.259	8.34	5.00
LGR	1104362	35966	-0.09	0.07	0.07	41426	1872	0.09	0.13	0.005	37838	1145788

(**Source** : Tourism Statistical Hand Book - Tamil Nadu)

The comparison of domestic and foreign tourist arrivals in Thanjavur region was presented in Table 2.1 from the period 1993-94 to 2001-02.

It is evident from the table that the domestic tourists have contributed to the maximum of 96.22% compared to that of foreign tourists arrivals at 3.78% on an average.

Compound growth rate for the study period for both domestic and foreign tourist arrivals were having close touch with each other by the value of 8.3% and 9.47% respectively.

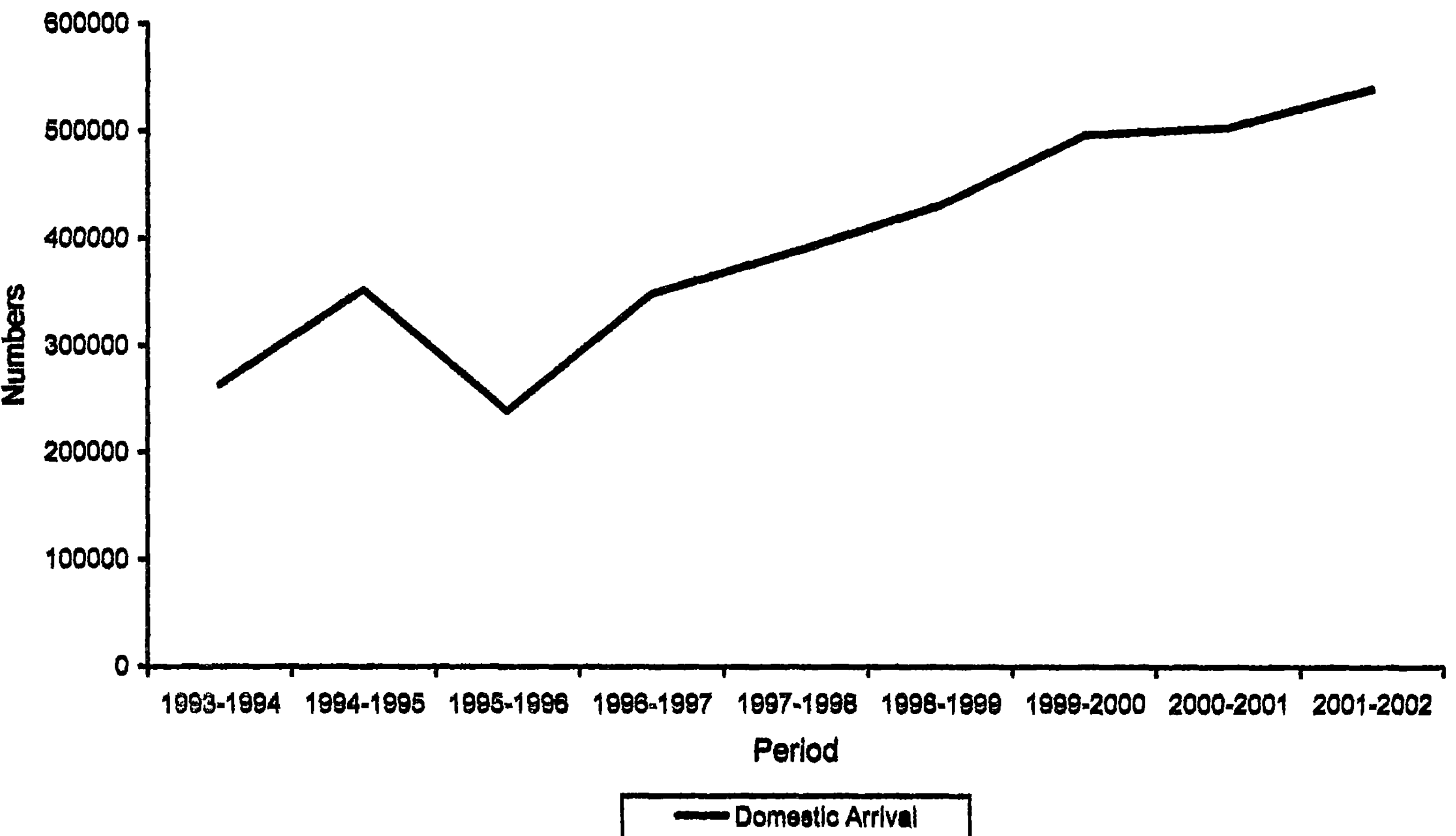
Generally the overall domestic foreign tourist arrivals in Tamil Nadu is increased. It is also evident that the growth pattern of domestic and foreign tourist arrivals at Thanjavur gradually increased from 1993-94 to 2001-02.

During the study period domestic tourist flow was increasing at an average of 30000 tourists compared with 1,872 of foreign tourists.

Overall tourists arrivals in Thanjavur region have experienced with common growth rate of 8.34% on an increasing average inflow of tourist to 38000.

The following figures 1-A and 1-B show the pattern of growth of tourist arrivals in the region of Thanjavur during the study period.

Figure 1A
Trend Line of Domestic Tourists arrivals in THANJAVUR Region during the period from 1993-94 to 2001-02



The growth of domestic tourist arrivals in Thanjavur during the year 1993-94 to 2001-02 were shown in the Figure 1-A. It reveals that the tourist growth pattern is progressive during the period 1993-94 to 1994-95. During the year 1995-96 the growth pattern is regressive. From 1995-96 to 1996-97 the pattern of growth was progressive because of incentive offered to tourists and tour operators. But after 1996-97 the growth pattern was digressive because of the over all declaims trend in Tamil Nadu.

Figure 1B
Trend Line of Foreign Tourists arrivals in THANJAVUR Region
during the period from 1993-94 to 2001-02

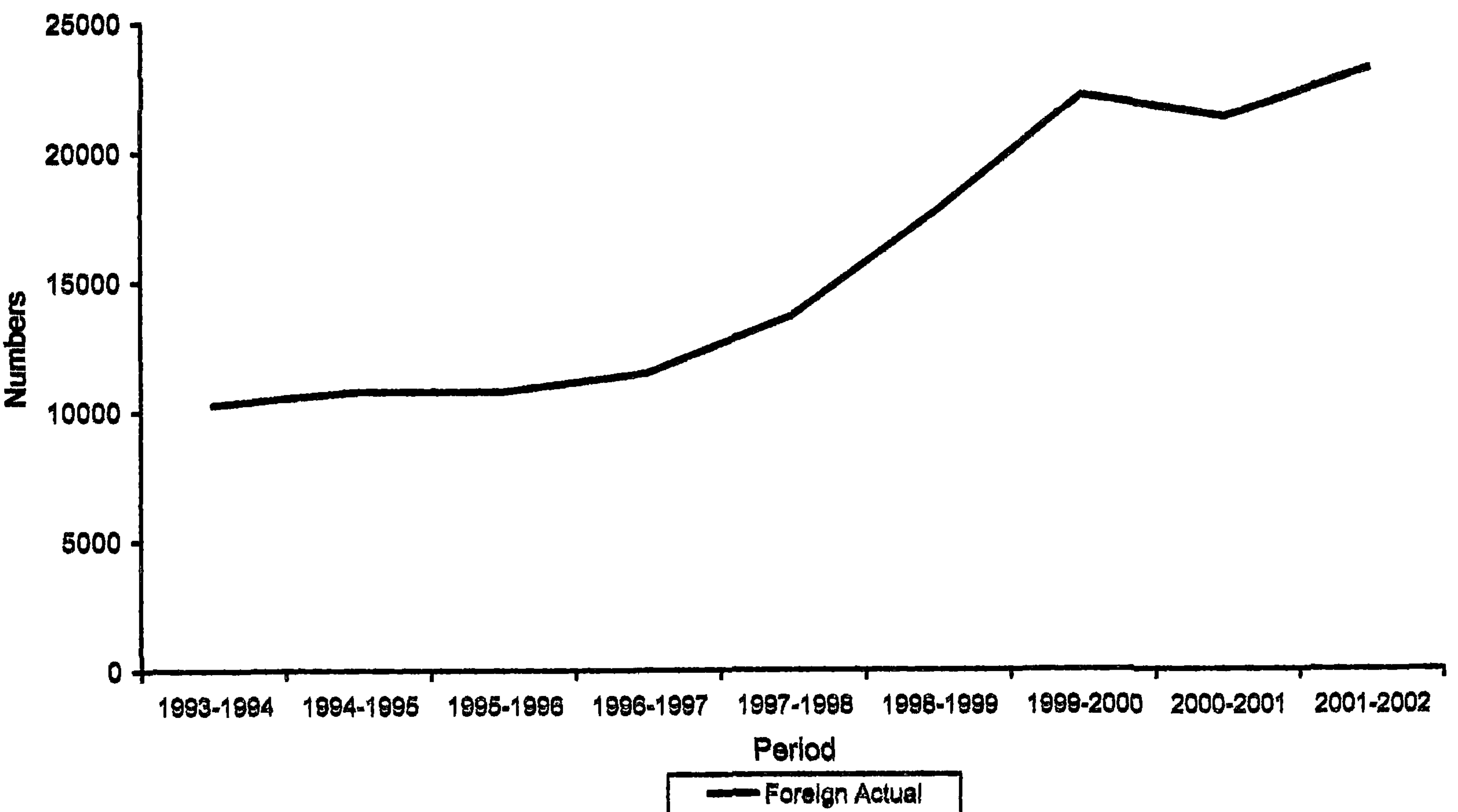


Figure 1B shows the growth pattern of foreign tourist arrivals in Thanjavur during the year 1993-94 to 2001-02.

During the period of 1993-94 to 1996-97 the growth pattern is progressive but there after i.e. from 1996-97 to 1999-00 the growth is highly progressive. This is on account of the general growth in foreign tourist arrivals and during the year 2000-01 the pattern of growth was regressive. During the period 2001-02 the growth pattern was progressive.

Velankanni: Twelve kms south of Nagapattinam is one of the most visited pilgrim spots in this part of India. People of all faiths and religions come to the church to offer prayer at the shrine of 'our Lady of Health'. Many bring with them small gold and silver replicas of parts of the body to donate to the church. Velankanni is particularly crowded during the festival period in August-September. There is a small church museum which has a display of the offerings made those who were cured of their diseases. There are many small shops, selling medals and other religious trinkets in this place.

The table 2.2 shows the number of foreign and domestic tourist arrived at Velankanni during the year 1993-94 to 2001-02.

Table 2.2.

Comparison of Domestic and Foreign Tourist arrivals in VELANKANNI region with overall Tourist arrival in Tamil Nadu during the year from 1993 - 94 to 2001 - 02

Year	DOMESTIC TOURIST ARRIVAL					FOREIGN TOURIST ARRIVAL					Total Tourist Arrivals in Velankanni Region	Total Overall Tourist Arrival In Tamil Nadu
	Overall	Velankanni Region	Percentage To Velankanni Region Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall Total (% to Col.13)	Overall	Velankanni Region	Percentage To Velankanni Region Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall (% to Col.13)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
1993-1994	16025994	232634	99 32	1 45	1 41	498121	1597	0 68	0 32	0 0097	234231	16524115
1994-1995	17214973	233250	99 26	1 35	1 31	585751	1745	0 74	0 30	0 0098	234995	17800724
1995-1996	18202666	264340	99 34	1 45	1 4	613982	1763	0 66	0 29	0 0094	266103	18816648
1996-1997	18928044	288785	99 49	1 53	1 48	636642	1491	0 51	0 23	0 0076	290276	19564686
1997-1998	20413193	322688	99 40	1 58	1 53	636400	1945	0 60	0 31	0 0092	324633	21049593
1998-1999	21136941	360636	99 35	1 71	1 65	722442	2360	0 65	0 33	0 0108	362996	21859383
1999-2000	22981882	396764	99 36	1 73	1 67	786165	2572	0 64	0 33	0 0108	399336	23768047
2000-2001	23689403	414944	99 39	1 75	1 69	805634	2544	0 61	0 32	0 0104	417488	24495036
2001-2002	24793765	443712	99 40	1 79	1 73	847060	2699	0 60	0 32	0 0105	446411	25640824
Mean	20376318	328639	99 37	1 59	1 54	681355	2080	0 63	0 30	0 0098	330719	21057673
SD	3033169	79396	0 06	0 16	0 15	115570	465	0 06	0 03	0 0010	79832	3146858
CGR	4 97	7 44	0 01	2 35	2 32	6 08	6 00	-1 33	-0 07	0 9540	7 43	5 00
LGR	1104362	28768	0 01	0 05	0 05	41426	155	-0 01	0 00	0 0002	28923	1145788

(**Source** : Tourism Statistical Hand Book - Tamil Nadu)

From the above table 2.2 it is found out that the domestic tourists and the foreign tourist arrivals at Velankanni region during the period 1993-94 to 2001-02 is encouraging.

It shows that the maximum average growth of the domestic tourist is 99.37% while it is compared to the foreign tourists 0.63% on an average.

The overall domestic tourist arrivals Velankanni contributed to on 1.59% on an average. Where as the share of 0.30% will be the foreign tourist arrivals on an average with respect to over all tourist arrivals in Tamil Nadu.

The compound growth rate for the study period for both domestic and foreign tourist arrivals were 7.44% and 6.00% respectively.

During the study period the domestic tourist flow is increasing at an average of 29000. In the same period the foreign tourist arrivals is increased at an average of 155.

The compound growth rate of overall tourist arrivals in the Velankanni region was 7.43% which results on an average increasing flow of tourist by 20000.

Figure 2.A and 2.B shows the growth pattern of domestic and foreign tourist arrivals at Velankanni during the study period.

Figure 2A

Trend Line of Domestic Tourist arrivals in VELANKANNI Region during the period from 1993-94 to 2001-02

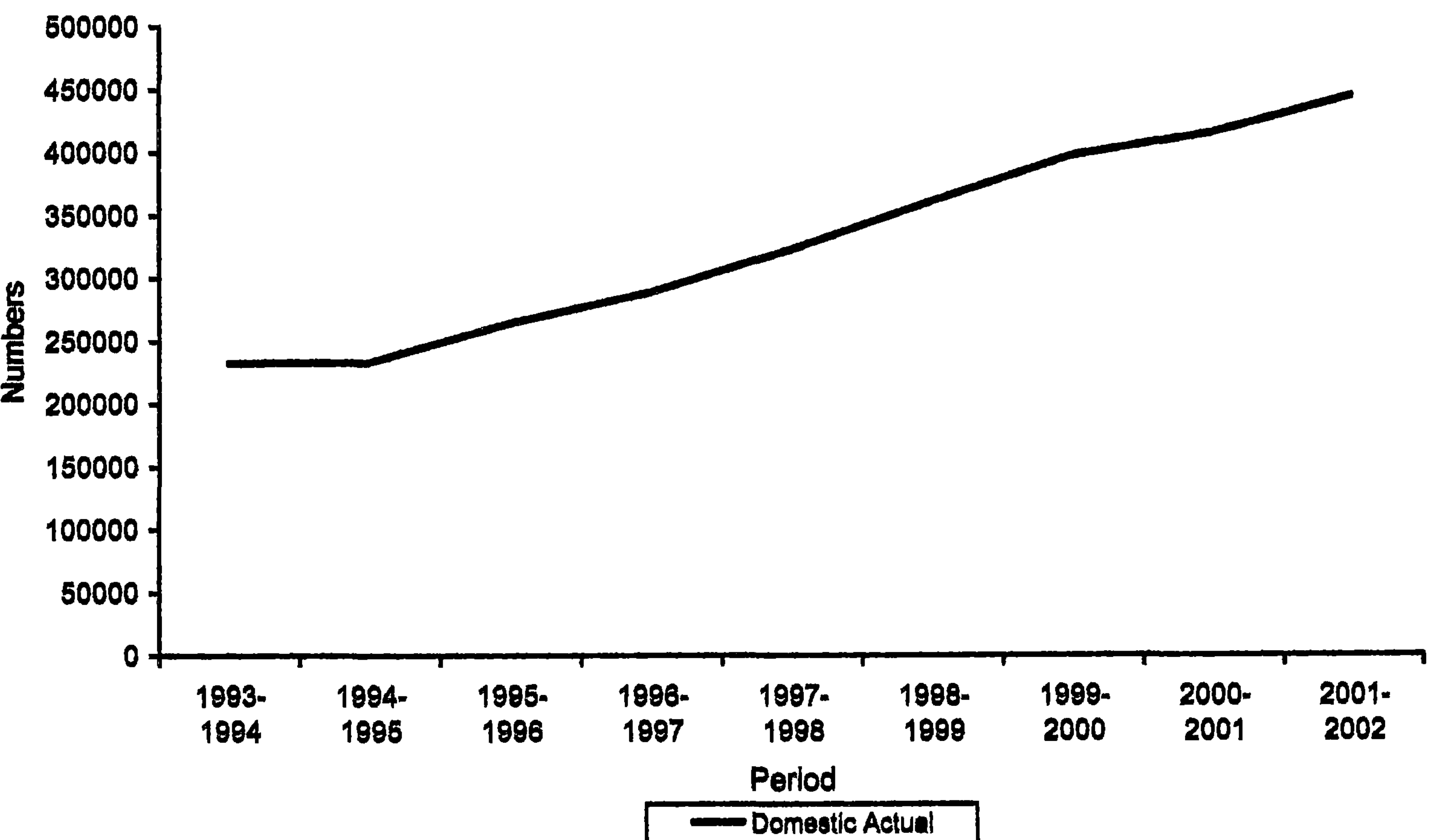
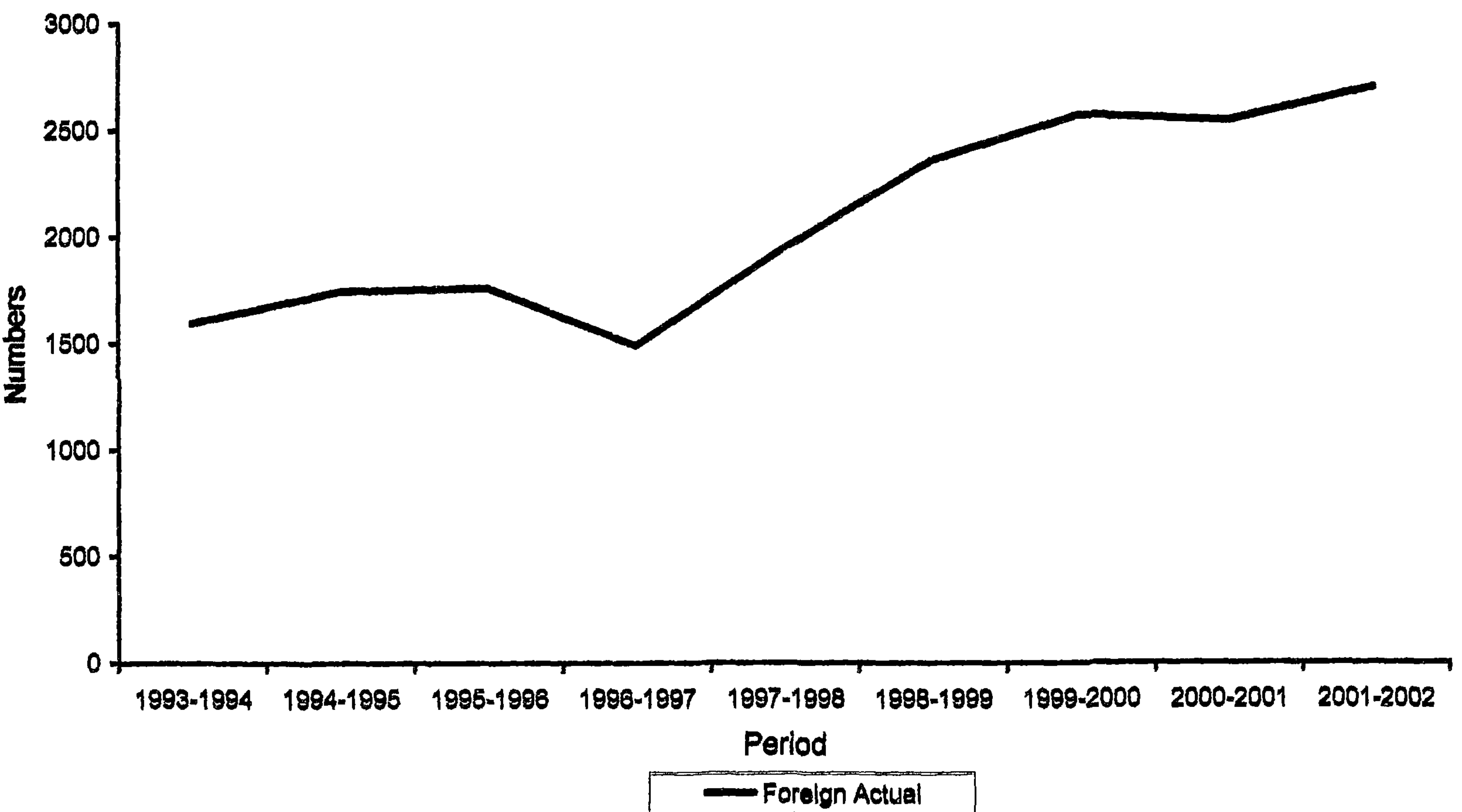


Figure 2.A shows the pattern of the growth of domestic tourist arrivals during the year 19993-94 to 2001-02. During the period 1993-94 to 1994-95, the growth pattern is mildly regressive but after wards the growth pattern is highly progressive, this trend goes up to 1998-99. But the during the year 1999-00 to 2001-02 the growth pattern was just mildly progressive.

Figure 2B
Trend Line of Foreign Tourist arrivals in VELANKANNI Region during the period from 1993-94 to 2001-02



From the figure 2.B it is found the pattern of growth of the foreign tourist arrivals from 1993-94 to 2001-02. During the period 1993-94 the growth pattern is progressive, and in the year 1994-95 it is mildly progressive and in the period 1995-96 and 1996-97 the pattern of growth is regressive. From 1996-97 to 1998-99 the pattern of growth is progressive there after it becomes a mildly progressive. All these rise and fall were an account of mobility pattern of tourists.

Nagore : It is another place of religious importance where there is a popular dargah. It attracts all tourists of all religion and a serene place of worship. Just 4 kilometers to the north of Nagapattinam, the tomb is almost 500 years old and is topped by a golden dome and flanked by five minarates. The tank is called 'Peer Kulam'. And it is believed to have curative powers. The dargah is often visited by people of religious faiths.

The following table 2.3 and figure.3 shows the number of foreign and domestic tourist visited during the year 1993–94 to 2001–02.

Table 2.3.

Comparison of Domestic and Foreign Tourist arrivals in NAGORE region with overall Tourist arrival in Tamil Nadu during the year from 1993 - 94 to 2001 - 02

Year	DOMESTIC TOURIST ARRIVAL					FOREIGN TOURIST ARRIVAL					Total Tourist Arrivals in Nagore Region	Total Overall Tourist Arrival In Tamil Nadu
	Overall	Nagore Region	Percentage To NagoreRegion Totai (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall Total (% to Col.13)	Overall	Nagore Region	Percentage To Nagore Region Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall (% to Col.13)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
1993-1994	16025994	47572	98.81	0.30	0.29	498121	571	1.19	0.11	0.0035	48143	16524115
1994-1995	17214973	48693	98.81	0.28	0.27	585751	585	1.19	0.10	0.0033	49278	17800724
1995-1996	18202666	55519	98.92	0.31	0.30	613982	606	1.08	0.10	0.0032	56125	18816648
1996-1997	18928044	60090	98.94	0.32	0.31	636642	646	1.06	0.10	0.0033	60736	19564686
1997-1998	20413193	107588	99.32	0.53	0.51	636400	740	0.68	0.12	0.0035	108328	21049593
1998-1999	21136941	118731	99.27	0.56	0.54	722442	872	0 73	0.12	0.0040	119603	21859383
1999-2000	22981882	236536	99.60	1.03	1.00	786165	940	0.4	0.12	0.0040	237476	23768047
2000-2001	23689403	204824	99.53	0.86	0.84	805634	968	0.47	0.12	0.0040	205792	24495036
2001-2002	24793765	231932	99.56	0.94	0.90	847060	1033	0.44	0.12	0.0040	232965	25640824
Mean	20376318	123498	99.20	0.57	0.55	681355	773	0.80	0.11	0.0036	124272	21057673
SD	3033169	80178	0.33	0.30	0.29	115570	182	0.33	0.01	0.0003	80352	3146858
CGR	4.97	19.25	0.08	13.60	13.56	6.08	6.81	-10.36	0.69	1.7163	19.15	5.00
LGR	1104362	27108	0 11	0.10	0.10	41426	65	-0.11	0.00	0.0001	27173	1145788

(**Source** : Tourism Statistical Hand Book - Tamil Nadu)

Table 2.3 shows the domestic and foreign tourist arrivals at Nagore during the period of study.

The poor performance of the foreign tourist arrivals at Nagore may be that, it is a pilgrimage centre as the Holy place of Muslims. The over all foreign tourist arrivals in Tamil Nadu is also very less when compared to the domestic tourist in Tamil Nadu.

It is clear from the table that the domestic tourist have contributed maximum of 99.20% compared to that foreign tourist arrivals 0.80% on an average.

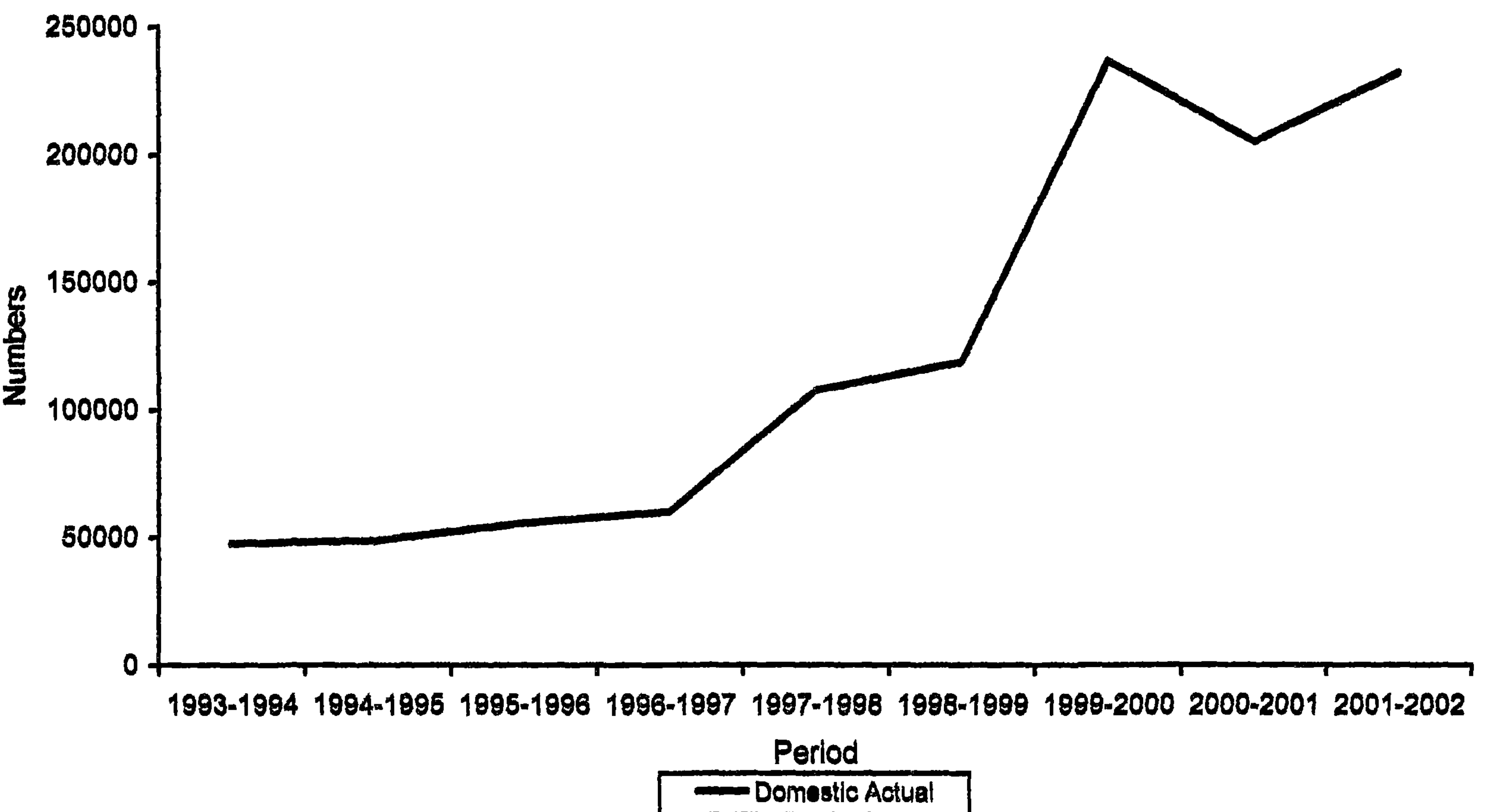
The compound growth rate for the study period for both domestic and foreign tourist arrivals were 19.25% and 6.81% respectively.

During the study period it is found that the domestic tourist flow increased at an average of 27000 tourist per year. But during the study period the foreign tourist arrivals at Nagore increased at an average of 65.

The total tourist arrivals in Nagore region have testing with common growth rate 19.15% on an increasing average in flow of tourists 27150.

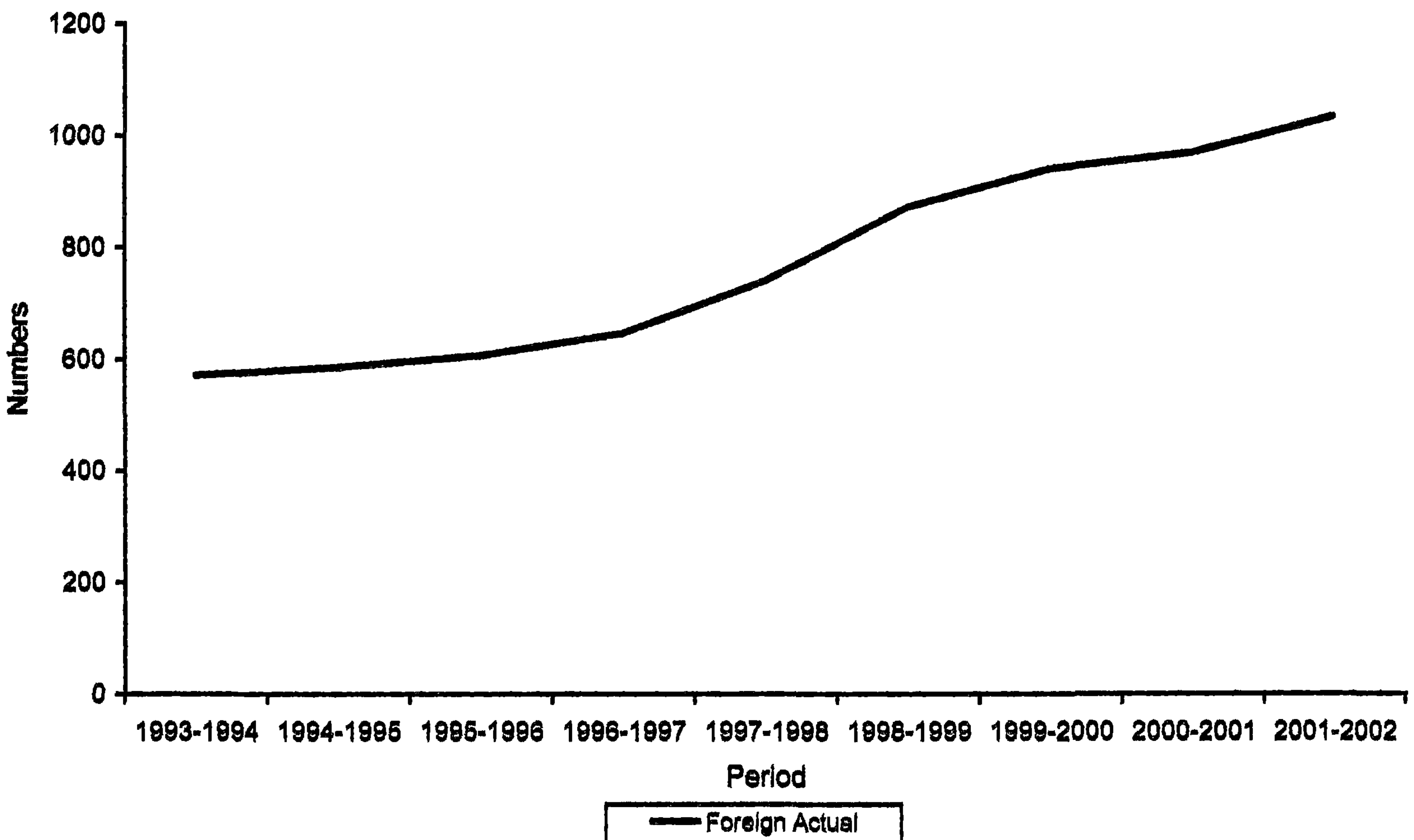
The figure 3.A and 3.B shows the pattern of growth of domestic as well as foreign tourist arrivals in Nagore during the study period.

Figure 3A
Trend Line of Domestic Tourists arrivals in NAGORE Region
during the period from 1993-94 to 2001-02



During the year 1993-94 and 1994-95 there has been no growth has occurred in the domestic tourist arrivals at Nagore. But from 1994-95 to 1996-97, there is a mild progressive growth in the tourist arrivals, during 1996-97 to 1997-98. The growth pattern becomes highly progressive. But the growth pattern becomes progressive during the period 1997-98 to 1998-99. But from 1998-99 to 1999-00 the growth pattern is highly progressive. From 1999-2000 onwards the growth pattern is degressive synchronizing with the Tamil Nadu pattern. But the growth pattern becomes progressive during the 2001-02.

Figure 3B
Trend Line of Foreign Tourists arrivals in NAGORE Region during the period from 1993-94 to 2001-02



From the figure 3.B, it is found the growth pattern of foreign tourist arrivals during 1993-94 to 2001-02 at Nagore. The growth of foreign tourist arrivals during the year 1993-94 to 1994-95 is mildly progressive, during the year 1995-96 to 1996-97 the growth is constant, i.e. no growth, there after the pattern of growth is progressive (form 1995-96 to 2001-02).

Poombuhar : Looking at Poombuhar now, it is impossible to believe that it was once a prosperous part of a city of the cholas. The original city was submerged in the sea and it was built 2000 years ago and known to Ptolemy, the great Egyptian astronomer and geographer. Excavations reveal that the city of Puhar was so well-designed that the modern city planners could learn the techniques from it.

Today Poombuhar's main attractions are its clean and vast stretch of beach and an art gallery depicting the scenes from the famous Tamil literary epic Silapathikaram.

The following table 2.4 and figure.4 shows that the number of foreign and domestic tourist visited during the year 1993–94 to 2001 – 02.

Table 2.4.

Comparison of Domestic and Foreign Tourist Arrivals in POOMBUHAR Region with overall Tourist arrival in Tamil Nadu during the year *from 1993 - 94 to 2001 - 02*

Year	DOMESTIC TOURIST ARRIVAL					FOREIGN TOURIST ARRIVAL					Total Tourist Arrivals in Poombuhar Region	Total Overall Tourist Arrival In Tamil Nadu
	Overall	Poombuhar Region	Percentage To PoombuharRegion Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall Total (% to Col.13)	Overall	Poombuhar Region	Percentage To Poombuhar Region Total (% to Col.12)	Percentage To Overall (% to Col.2)	Percentage To Overall (% to Col.13)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
1993-1994	16025994	5483	94 80	0.0342	0.0332	498121	301	5 20	0 06	0 0018	5784	16524115
1994-1995	17214973	5639	94 12	0.0328	0.0317	585751	352	5.88	0 06	0 0020	5991	17800724
1995-1996	18202666	5706	93 94	0 0313	0.0303	613982	368	6 06	0 06	0.0020	6074	18816648
1996-1997	18928044	6085	94 24	0 0321	0.0311	636642	372	5.76	0.06	0 0019	6457	19564686
1997-1998	20413193	6395	93 48	0 0313	0.0304	636400	446	6.52	0 07	0 0021	6841	21049593
1998-1999	21136941	6922	91 96	0 0327	0.0317	722442	605	8.04	0.08	0 0028	7527	21859383
1999-2000	22981882	7306	91 68	0 0318	0.0307	786165	663	8.32	0 08	0 0028	7969	23768047
2000-2001	23689403	7466	91 62	0 0315	0.0305	805634	682	8.38	0.08	0 0028	8148	24495036
2001-2002	24793765	7777	91 29	0 0314	0 0303	847060	742	8 71	0 09	0.0029	8519	25640824
Mean	20376318	6531	93.02	0.0321	0.0311	681355	504	6.98	0.07	0.0023	7035	21057673
SD	3033169	864	1 36	0 0010	0 0009	115570	169	1 36	0 01	0 0005	1031	3146858
CGR	4.97	3 96	-0 42	-0 9601	-0.9929	6.08	10 55	5.89	4 21	5 2787	4 40	5.00
LGR	1104362	312	-0 47	-0.0002	-0 0002	41426	60	0 47	0 00	0.0002	371	1145788

(**Source :** Tourism Statistical Hand Book - Tamil Nadu)

Table 2.4 shows the domestic and foreign tourist arrivals at Poombuhar during the period 1993-94 to 2001-02.

It is obvious from the table that the domestic tourist have contributed maximum of 93.02% compared to that of foreign tourist arrivals 6.98% on an average.

With over all domestic tourist arrivals in Tamil Nadu, Poombuhar contributed to only 0.03% on an average where as foreign tourist arrivals shared .07% on an average with respect to over all foreign tourist arrival, in Tamil Nadu. Compound growth rate for the study period for both domestic and foreign tourist arrivals were 3.98% and 10.55% respectively.

During the period of study the domestic tourist flow were increasing at an average of 325 tourist when compared to 60 of foreign tourist. It is find that the overall total tourist arrivals in Poombuhar region have experienced with common growth rate 4.40% on an increasing average inflow of tourist by 371.

Fig 4.A and 4.B shows that the pattern of growth of domestic and foreign tourist arrivals in Poombuhar during the study period.

From the figure 4.A we have seen the growth pattern of domestic tourist arrivals at Poombuhar during the period 1993-94 to 2001-02. The pattern of growth of tourist during the said period is progressive.

Figure 4A
Trend Line of Domestic Tourists arrivals in POOMBUHAR Region
during the period from 1993-94 to 2001-02

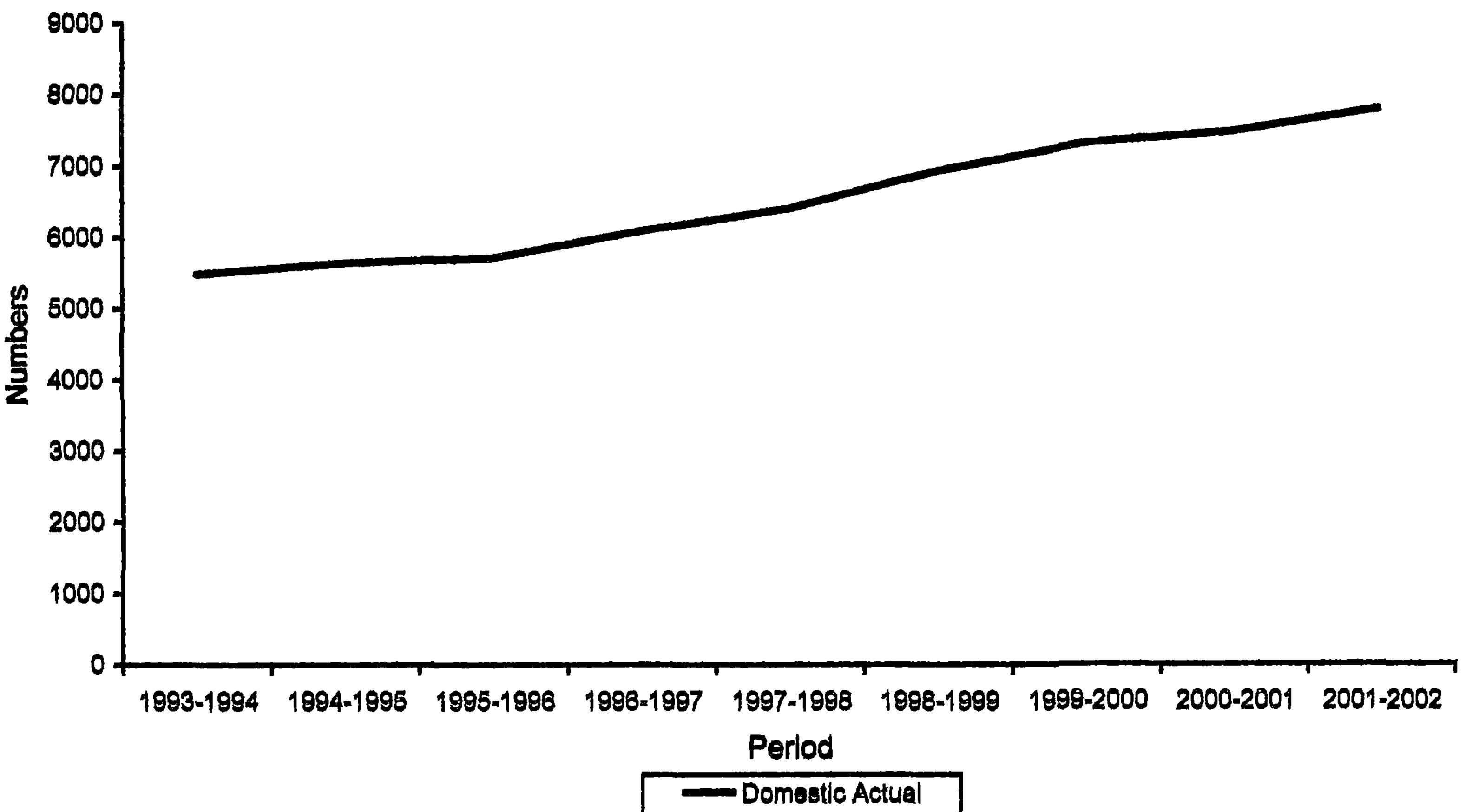
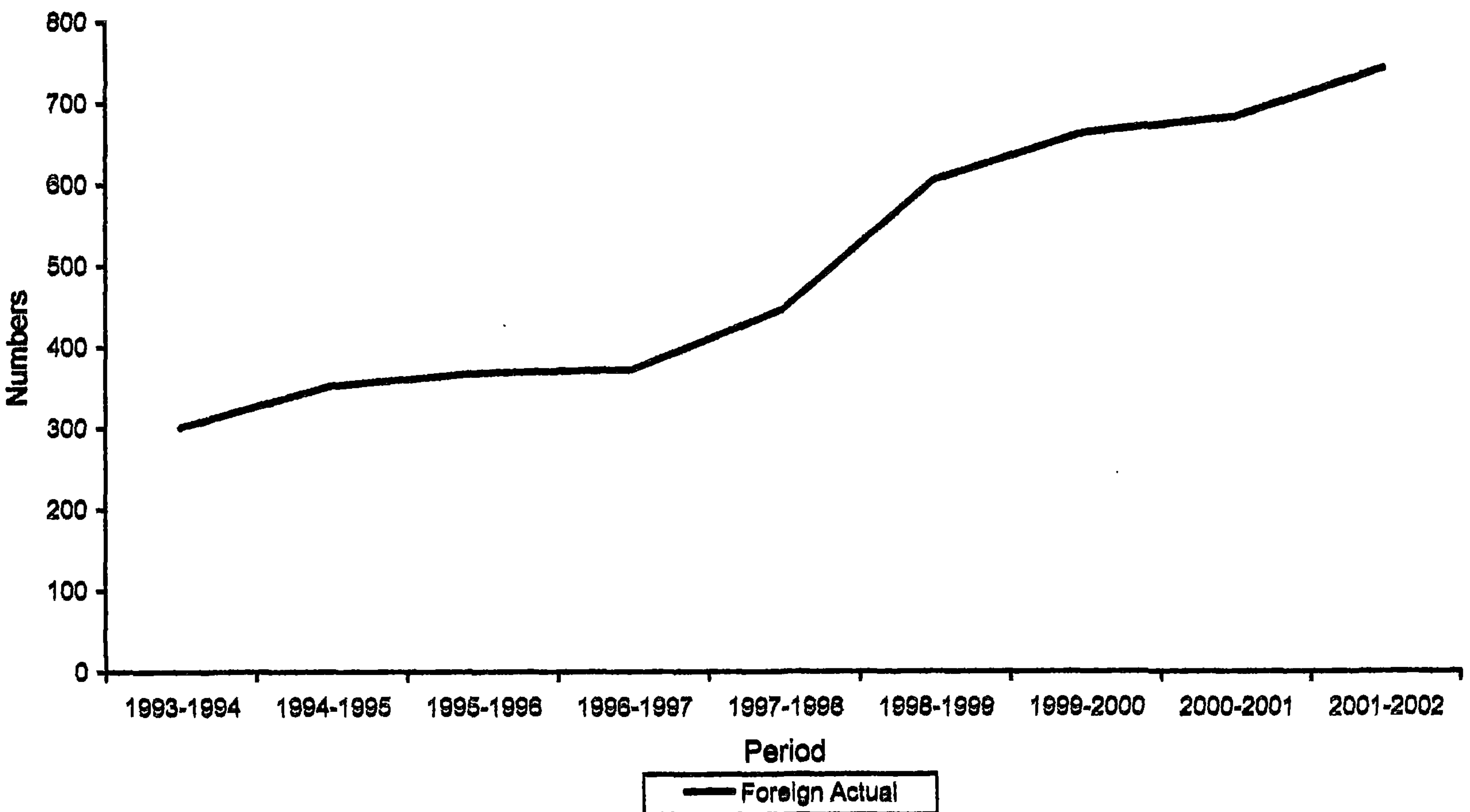


Figure 4B
Trend Line of Foreign Tourists arrivals in POOMBUHAR Region
during the period from 1993-94 to 2001-02



From the figure 4.B, it is found the foreign tourist growth pattern during the period 1993-94 to 2001-02.

From the period 1993-94 to 1994-95 the growth pattern is progressive. But during the period 1994-95 to 1995-96 the pattern of growth is mildly progressive and from 1995-96 to 1996-97 the growth pattern is constant. But 1996-97 to 1998-99 the growth pattern is progressive and during the period 1998-99 to 2000-01 there was mildly progressive. In 2001-02 there is progressive growth.

The other pilgrim centres in these three districts are Thiruvaiyaru, Swamimalai, Thirubuvanam, Dharasuram, Tiruvidaimarudur, Kumbakonam, Thirunageswaram, Vaitheswaran Koil, Thirukadaiur and Aduthurai. There are some important pilgrim centres also visited by pilgrims very often.

Accommodation:

The business of setting up, operating and promoting tourist accommodation facilities is a complex affair. It involves a relationship between "host" culture and "guest" cultures, ecological and environmental considerations and a fine balance between factors pertaining to leisure and those pertaining to efficiency. These factors are, of course, added with in addition to the usual commercial aspects of the business.

The world is increasingly being reduced to "global village" the tourist as a consumer is also conscious of the need to be sensitive to the needs and demands of the "host" cultures they are visiting. It should be recognized that in this context there is a healthy tension that can be developed among the interest of the host culture, the taste of the tourist and the interest of the commercial organisations. Tourist accommodation refers to hotel in a very defined sense and conjures images of a multi-storied building with 100 to 600 rooms. In fact, the tourists avail of such accommodation also, but the kinds of tourists are so varied and the nature of tourist's activity is such that the facilities that are used also vary and demanding. A tourism professional must be aware of the nature of all kinds of tourists and the categories of accommodations expected. This is applicable to domestic as well as foreign tourists.

The development of tourism depends upon the growth of hotel industry. The various categories of hotels are five star deluxe, first class hotels, non-star hotels, resorts and lodges, tented camps, heritage hotels, guest houses and some of the alternative accommodations such as short or overnight stay, the rest rooms of the railways or dharmashalas.

Providing accommodation to the expectations of domestic and foreign tourists, hotels are broadly classified as 5-star deluxe, 5-star,

4-star, 3-star,2-star,1-star, heritage and unclassified. This criteria adopted to classify the hotels by the government and DOT for promoting the tourist is discussed in Chapter-III.

The growth of various categories of approved hotel in the study area are shown in the tables and the pattern of growth of accommodation are shown in the figure.

The following table 2.5. shows that the growth of approved hotel rooms at Thanjavur by the DOT.

Table 2.5

Category-wise Distribution of Approved Hotel Rooms in THANJAVUR region during the period from 1993-94 to 2001-02

Year	3 Star	2 Star	1 Star	Un-Classified	Total	Average
1993-1994	-	10	10	45	65	21.67
1994-1995	-	10	20	50	80	26.67
1995-1996	-	10	20	50	80	26.67
1996-1997	-	10	20	50	80	26.67
1997-1998	-	10	30	60	100	33.33
1998-1999	10	20	40	60	130	32.50
1999-2000	10	20	40	60	130	32.50
2000-2001	10	30	40	70	150	37.50
2001-2002	20	50	50	80	200	50.00
SD	5.00	13.64	13.23	11.18	43.67	8.28
CGR	18.92	19.58	19.58	6.60	13.30	9.74
LGR	3.00	4.17	4.67	3.83	15.00	2.72

(**Source :** Records of Department of Tourism, Government of Tamil Nadu)

SD : Standard Deviation **CGR :** Compound Growth Rate

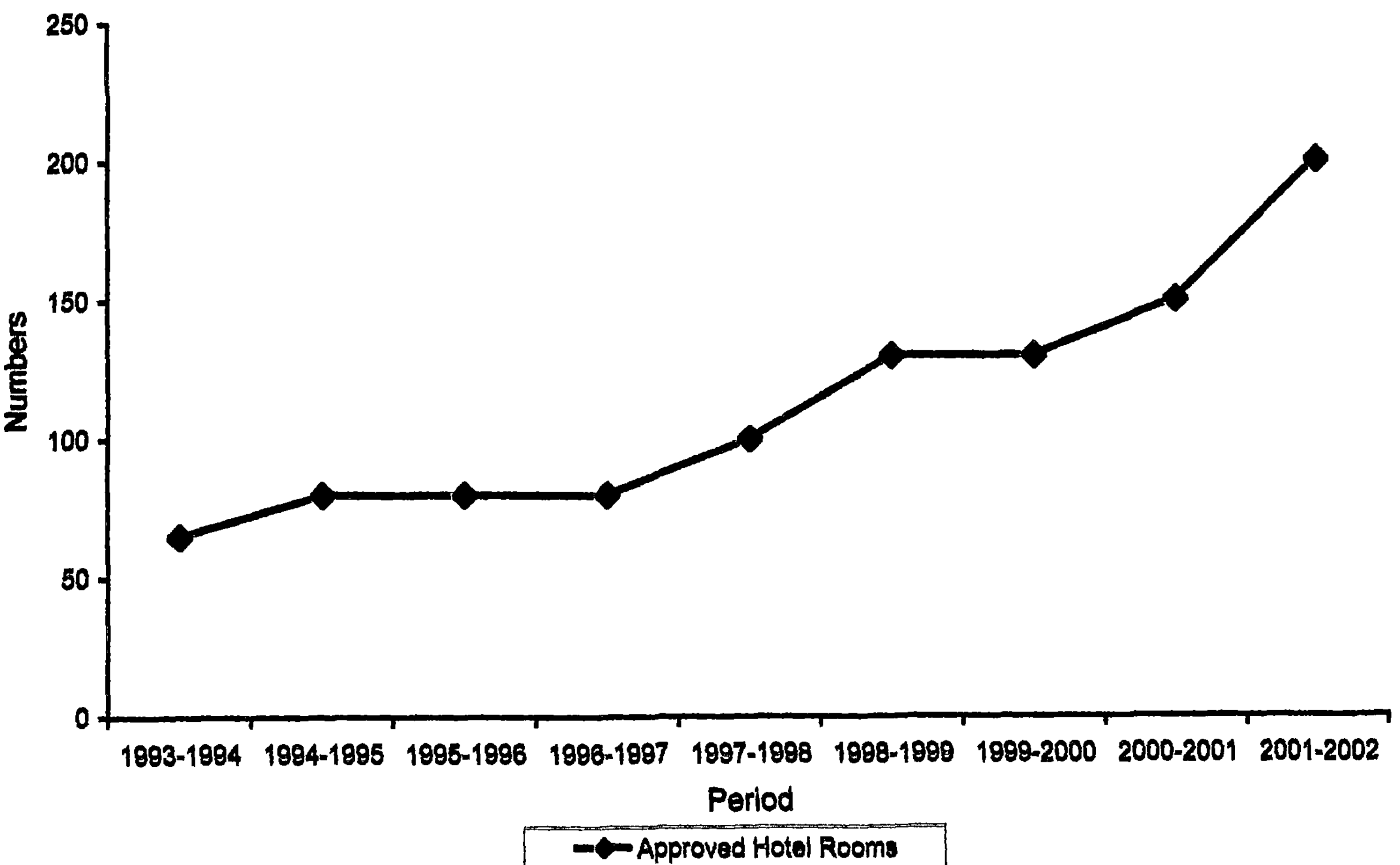
LGR : Leaner Growth Rate

From the table 2.5. it is found the various categories of hotel rooms approved under 3-star, 2-star, 1-star and unclassified hotels since 1993-94 to 2001-02. The 3-star categories of hotels are constructed from 1998-99 onwards. The other categorized hotels such as 2-star, 1-star and unclassified are established even before 1993-94.

The results presented in the above table indicates that the 3-star categorized hotels rooms are increased at on an average of 3.00 rooms in every year. The rooms in 2-star, 1-star and unclassified hotels are increased on an average of 4,5 and 4 respectively in a year. The overall growth of hotel rooms is on an average of 15 rooms in every year while comparing the growth of number of hotels and rooms under various categories, 1-star hotels are leading the 2-star and unclassified hotels.

The pattern of growth of hotel rooms under the various categories of hotels is depicted in the following figure.5.

Figure 5.
Trend Line of Approved Hotel Rooms in THANJAVUR Region
during the period from 1993-94 to 2001-02



The overall growth of approved rooms at Thanjavur is progressive during 1993-94 and 1994-95. From the year 1994-95 to 1996-97 the growth pattern is proportional. From 1996-97 to 1997-98 it is highly progressive and from 1998-99 to 1999-2000 the growth is proportional and from the year 1999-2000 to 2001-02 the growth is highly progressive.

The following table 2.6. shows that the growth of approved hotel rooms at Velankannı by the DOT from 1993-94 to 2001-02.

Table 2.6

Category-wise Distribution of Approved Hotel Rooms in VELANKANNI region during the period from 1993-94 to 2001-02

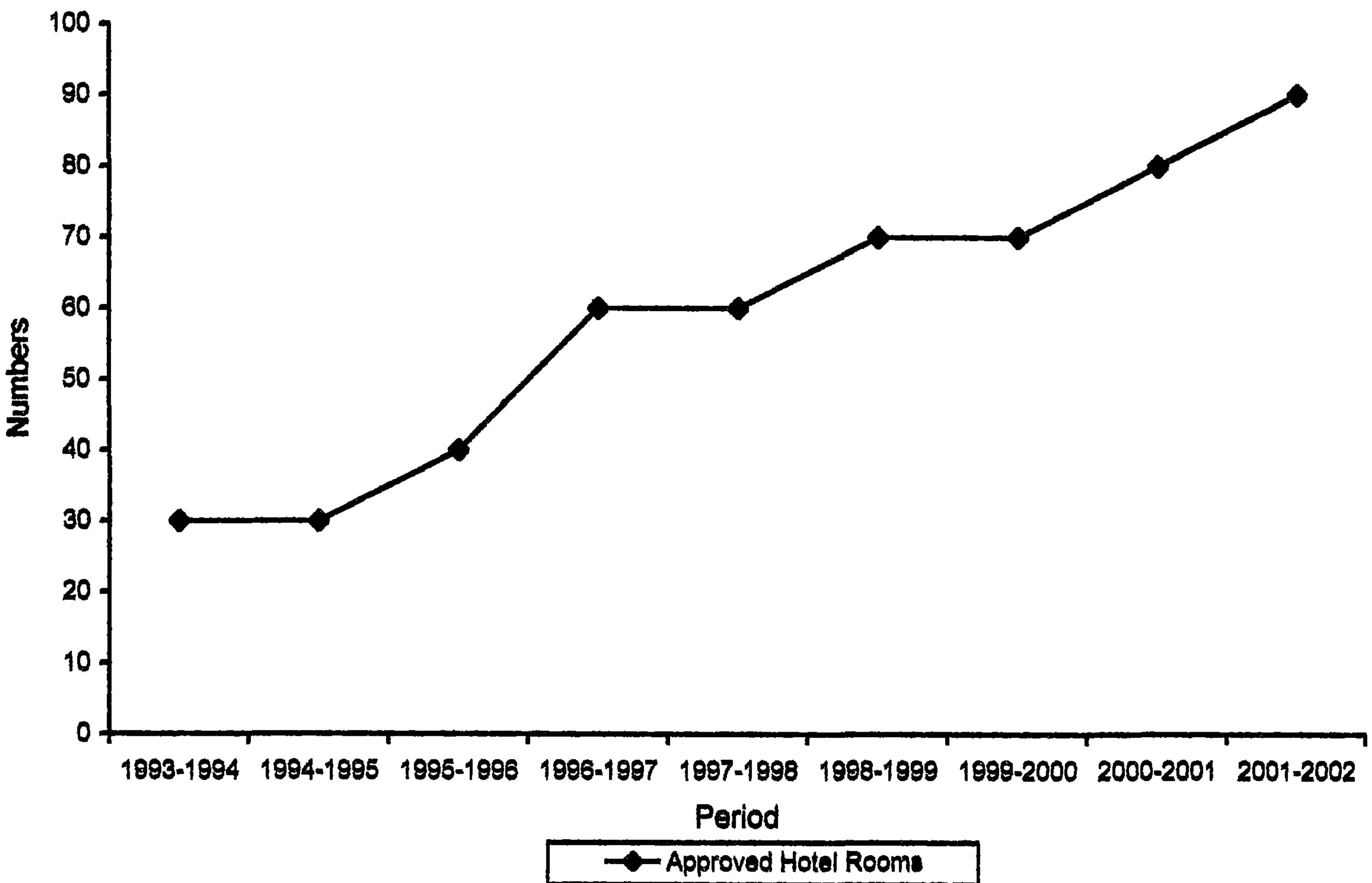
Year	3 Star	2 Star	1 Star	Un-classified	Total	Average
1993-1994	-	-	10	20	30	15.00
1994-1995	-	-	10	20	30	15.00
1995-1996	-	-	10	30	40	20.00
1996-1997	-	-	20	40	60	30.00
1997-1998	-	-	20	40	60	30.00
1998-1999	-	-	20	50	70	35.00
1999-2000	-	-	20	50	70	35.00
2000-2001	-	-	20	60	80	40.00
2001-2002	-	-	30	60	90	45.00
SD	-	-	6.67	15.37	21.47	10.74
CGR	-	-	12.98	12.98	12.98	12.98
LGR	-	-	2.17	5.50	7.67	3.83

(**Source :** Records of Department of Tourism, Government of Tamil Nadu)

From the above table it is found that only 1-star and unclassified hotels are there at Velankanni. The number of rooms in these two categories of hotels are increased on an average from 2 and 6 respectively in every year. The overall growth is on an average of 8 rooms under both categorized hotels in every year.

The growth pattern of hotel rooms in Velankanni is shown in the following figure.6.

Figure 6
Trend Line of Approved Hotel Rooms in VELANKANNI Region during the period from 1993-94 to 2001-02



From the above figure, it is derived the growth pattern of total number of rooms at Velankanni is proportional during the year 1993-94 and 1994-95. Then the growth pattern is degressive from 1994-95 to 1997-98. From 1997-98 to 1999-2000 the growth pattern is regressive and thereafter there was a progressive growth pattern occurred.

The table 2.7 shows the growth of accommodation in Nagore from 1993-94 to 2001-02.

Table 2.7

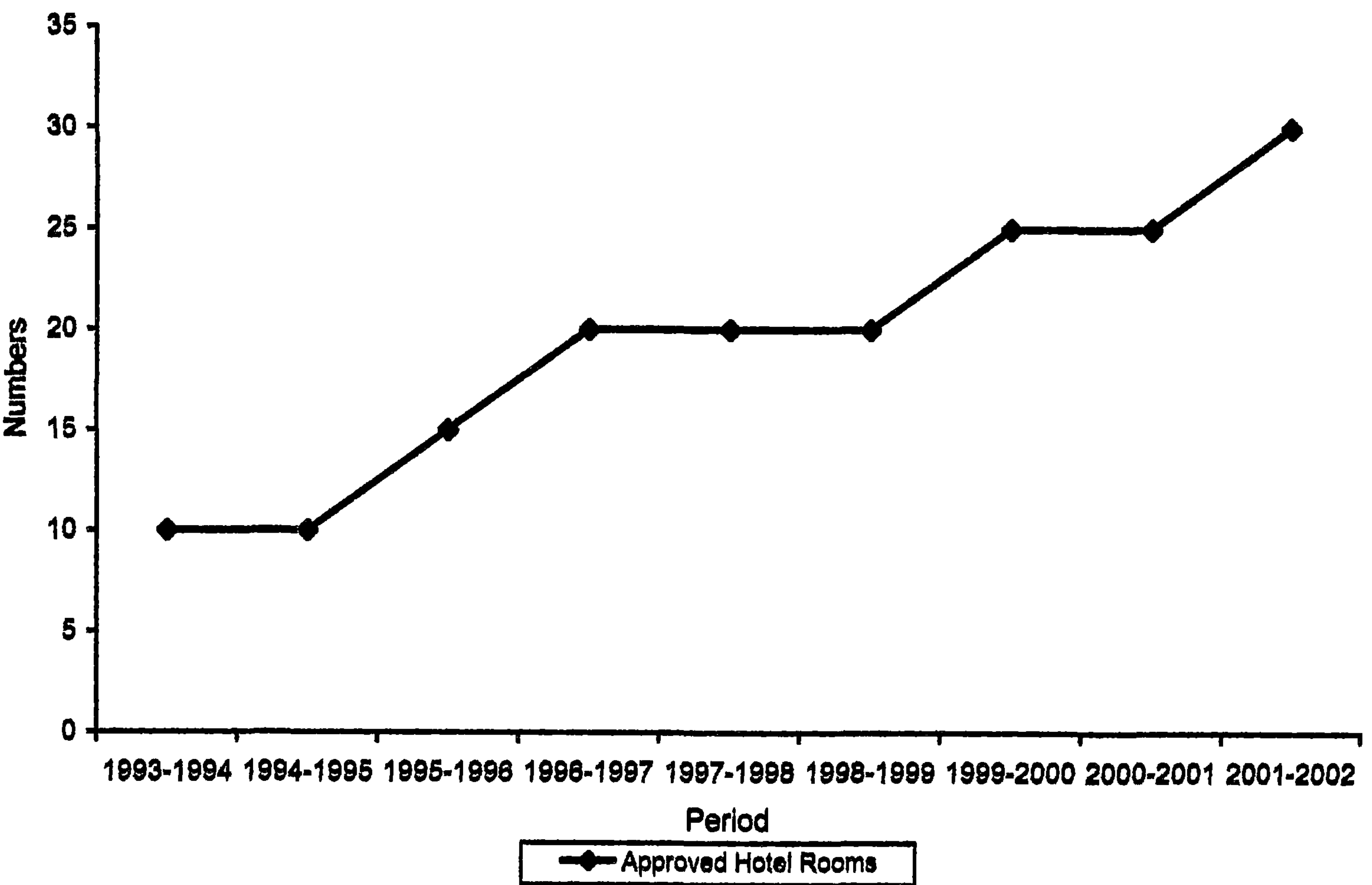
Category-wise Distribution of Approved Hotel Rooms in NAGORE region during the period from 1993-94 to 2001-02

Year	3 Star	2 Star	1 Star	Un-Classified	Total	Average
1993-1994	-	-	-	10	10	10.00
1994-1995	-	-	-	10	10	10.00
1995-1996	-	-	-	15	15	15.00
1996-1997	-	-	-	20	20	20.00
1997-1998	-	-	-	20	20	20.00
1998-1999	-	-	-	20	20	20.00
1999-2000	-	-	-	25	25	25.00
2000-2001	-	-	-	25	25	25.00
2001-2002	-	-	-	30	30	30.00
SD	-	-	-	6.82	6.82	6.82
CGR	-	-	-	12.98	12.98	12.98
LGR	-	-	-	2.42	2.42	2.422

(**Source :** Records of Department of Tourism, Government of Tamil Nadu)

From the above table it is found that only unclassified hotels are there predominantly. There is no star categorized hotels at this place. This may be due to proximity of Nagore to Nagapattinam. At this place few star hotels are there. Tourist may prefer to stay here and visit the various tourist places. The accommodation is increased on an average of 2 rooms every year. The growth pattern of the accommodation at Nagore is shown in the figure.7.

Figure 7
Trend Line of Approved Hotel Rooms in NAGORE Region
during the period from 1993-94 to 2001-02



There was a proportional growth of accommodation at Nagore during the year 1993-94 and 1994-95. From 1994-95 to 1996-97 the growth pattern is progressive and the growth is proportional during 1996-97 and 1998-99.

The growth pattern is progressive during the year 1998-99 and 1999-2000. But after this, the subsequent growth is proportional and progressive during the year 1999-2000 and 2001-02.

The following table 2.8 shows that the growth of hotel rooms in Poombuhar from the period 1993-94 to 2001-02.

Table 2.8

Category-wise Distribution of Approved Hotel Rooms in POOMBUHAR region during the period from 1993-94 to 2001-02

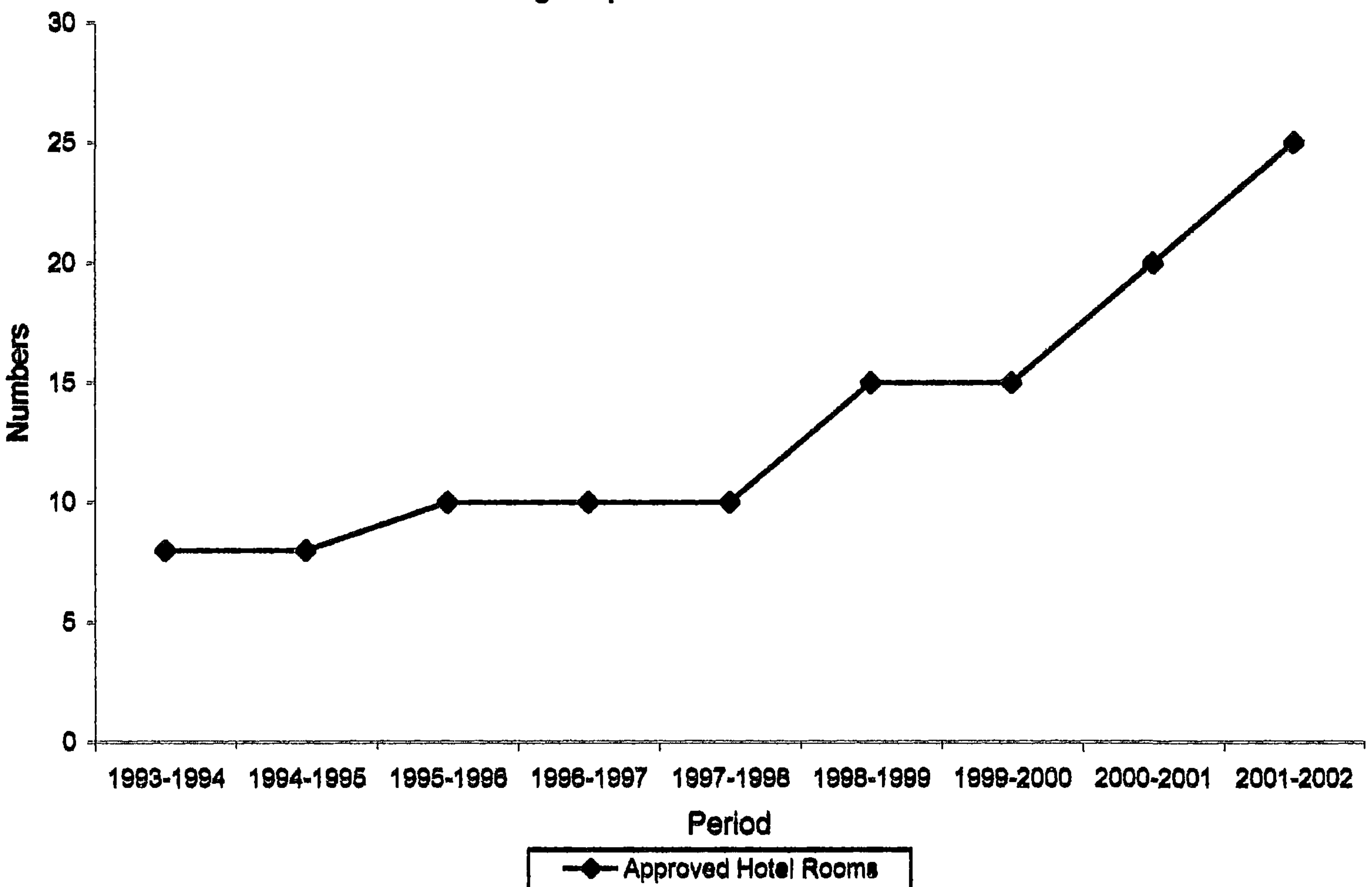
Year	3 Star	2 Star	1 Star	Un-classified	Total	Average
1993-1994	-	-	-	8	8	8.00
1994-1995	-	-	-	8	8	8.00
1995-1996	-	-	-	10	10	10.00
1996-1997	-	-	-	10	10	10.00
1997-1998	-	-	-	10	10	10.00
1998-1999	-	-	-	15	15	15.00
1999-2000	-	-	-	15	15	15.00
2000-2001	-	-	-	20	20	20.00
2001-2002	-	-	-	25	25	25.00
SD	-	-	-	5.88	5.88	5 88
CGR	-	-	-	13.50	13.50	13.50
LGR	-	-	-	1.98	1.98	1.98

(**Source :** Records of Department of Tourism, Government of Tamil Nadu)

From the above table it is found that all hotels rooms, including the cottages built and run by the Department Of Tourism are classified into unclassified category. The star categorized hotels are not existing at this place. This may be due to the fact that, Mayiladuthurai is nearer to the tourist place. At Mayiladuthurai few star categorized hotels are existing. The tourists may prefer to stay at this place and radiate to places of interest. The results of the table depicts that there was an average increase of 2 rooms in every year.

The growth pattern of hotel rooms at the tourist place of Poombuhar is shown in the figure.8.

Figure 8
Trend Line of Approved Hotel Rooms in POOMBUHAR Region during the period from 1993-94 to 2001-02



From the figure it is found that the growth pattern is mildly progressive during the year 1993-94 to 1995-96 and the growth is proportional during the year 1995-96 to 1997-98. But the growth pattern is progressive in 1997-98 to 1998-99 and proportional in 1998-99 to 1999-2000. From 1999-2000 onwards the growth pattern is highly progressive. The above progressive proportional growth are due to the rise and fall of tourists contributed by many factors and have no any specific reason / reasons can be attributed.

Transport Operators:

Transportation contributes significantly to the socio-economic needs. The development of tourism industry depends on the transport industry. A tourist always wishes to have safe, comfortable and convenient mode of transport. And of course, cost and time are also important considerations while deciding the mode of travel. Here lies the challenge before the transport industry to attract the tourist by offering a suitable means of travel as per their requirements. In India, at present four major transports i.e. Road, Rail, Water and Air Transports are prevalent either consecutively or exclusively.

A Tourist Transport operator is one who provides cars, coaches, boats and any other mode of vehicles to tourist for transfers, sight seeing and journeys to tourist places far and near.

Tour Operator:

Generally there may be a confusion of the travel agency with that of tour operator. However, a close look into their roles and functions reveal that they have different roles to play. In some cases, travel agencies also work as or offer the services of tour operators. There are offers for package tours, which are available to individuals as well as groups. Today, many tourists buy these package tour as per their interests, priorities and budget at a price that is pre-determined. The complete holiday package tour includes travels (lay air / surface), accommodation, escort / guide and so on. The person who combines together all these aspects into a package is known as the tour operator. He provides information, plans and coordinates travel with various agencies to create a package or service. He also ensures smooth operation of the tour. He may thus be called a Tour / Travel consultant or tour coordinator. The tour operator may or may not, necessarily have any product of his own but act as an intermediary to tailor a package to satisfy the needs of a traveller. There are different kinds of tour operators i.e. individual / independent tour operator, a travel agency who also functions as tour operator, in house tour operators like airlines doing the functions of tour operator and incentive travel agent deals only with the sponsors and with individual clients. Thus, one who makes arrangements for transport, accommodation, sight seeing,

entertainment and other tourism related services for tourists are called Tour Operator.

Travel Agency:

Travel agencies are one, which makes arrangements of tickets to travel by air, rail, ships and passport, visa etc. Agency is responsible for organizing the travel. As a travel consultant and an organiser for the tourist, he provides links to the suppliers of services with the tourist/travellers. When a tourist visits a travel agency, he books his air-tickets, arranges for his pick up from the airport, arranges him on the hotel and so on. In all these services, the Travel Agency has provided business to the suppliers of services while serving the tourists at the same time. The importance of the travel agency is growing more and more in the modern world. Every traveller has got the energy or time to organise all travel arrangements. The suppliers too don't have the reach to every prospective customer. The travel agency also sells the packages of tour operation or hotels. The need for travel agency is very important for the growth and development of tourism. The department of tourism fixes certain norms for getting the recognition certificate. After getting the recognition certificate, then only they may act as a authorized Tourist Travel Agency.

The tourist transport operator, tour operator and travel agencies functions vary only in the developed cities. The functions of these three

persons are slightly different from each other and sometime the tour operator performs all the services of other two persons. This happens in the tourist places, which are situated in backward areas.

The availability of these transport operator, tour operator and travel agencies is very limited in number and hence, all those are mingled together and they are presented in this table 2.9 to show the gradual growth.

The following table 2.9. shows the total number of approved tourist transport operator, tour operator and travel agencies in the study area since 1993-94 to 2001-02.

Table 2.9

Overall and Study Region-wise Distribution of Approved Transport Operators / Tours Operators / Travel Agencies during the period from 1993-94 to 2001-02

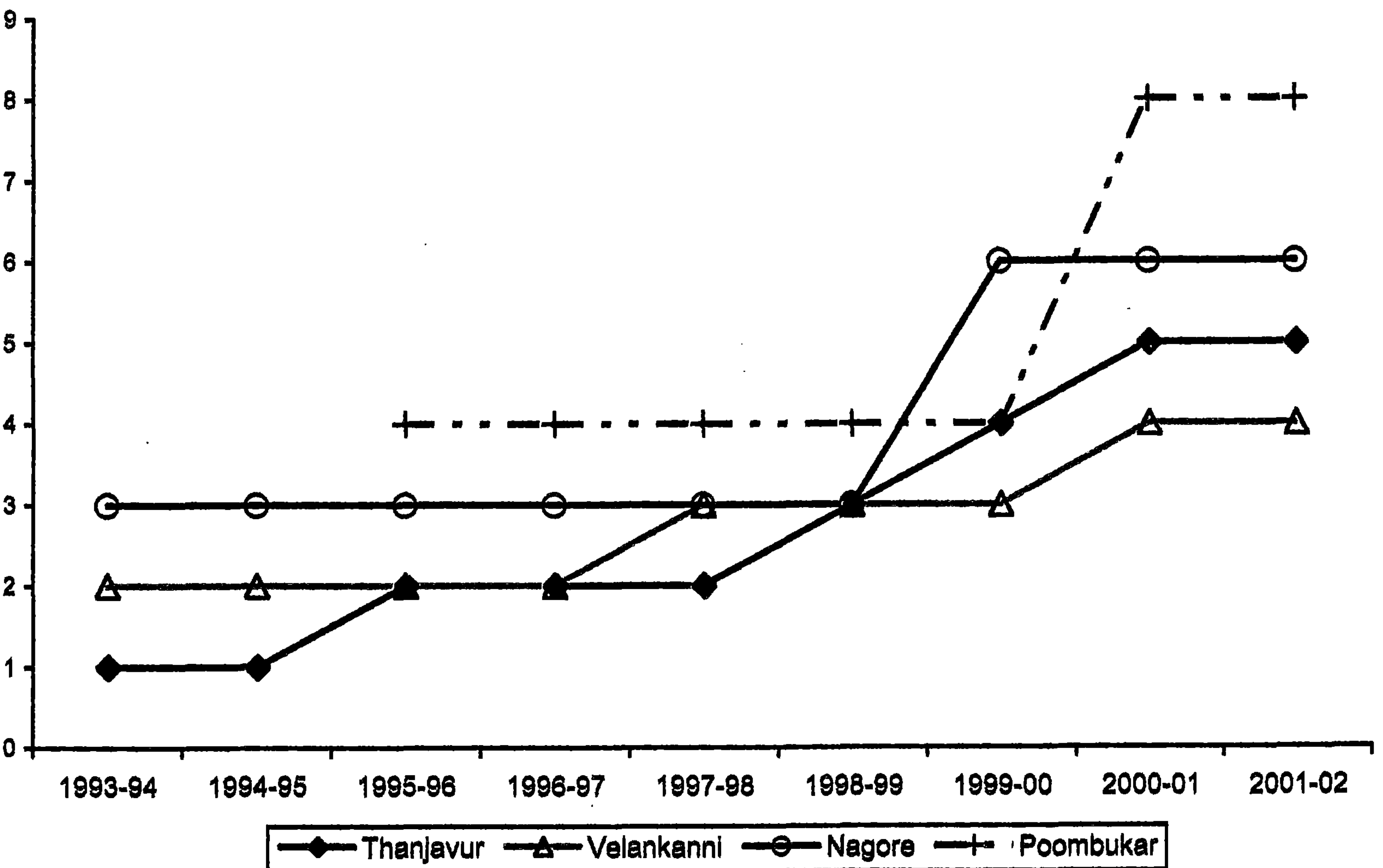
Year	Study Areas					Total Tamil Nadu
	Thanjavur	Velankanni	Nagore	Poombuhar	Total	
1993-1994	1	1	1	-	3	32
1994-1995	1	1	1	-	3	39
1995-1996	22	1	1	1	5	42
1996-1997	22	1	1	1	5	51
1997-1998	22	2	1	1	6	59
1998-1999	3	22	1	1	7	69
1999-2000	4	2	2	1	9	79
2000-2001	5	3	2	2	12	88
2001-2002	5	3	2	2	12	102
SD	1.56	0.83	0.50	0.49	3.44	23.91
CGR	19.58	12.98	8.01	10.41	16.65	13.75
LGR	0.55	0.28	0.15	0.18	1.222	8.65

(**Source :** Records of Department of Tourism, Government of Tamil Nadu)

From the above table it is found that the approved tourist transport operator, tour operator and travel agencies are available since 1993-94 in the region of Thanjavur, Nagapattinam and Tiruvarur districts. The growth of the persons at Thanjavur is increased from 1 to 5 from 1993-94 to 2001-02. The results of this table show that on average growth of one operator every year in Thanjavur. The growth of these operators in the other areas is not satisfactory as compared to the growth in Thanjavur.

The following figure 9 shows that the pattern of growth of tourist transport operator, tour operator and the travel agencies in the study area. To show the growth pattern clearly in the respective region of the approved tourist transport operator, tour operator and travel agencies figure shown in the Velankanni, Nagore and Poombuhar column are converted into 1 number equal to 2, 1 number equal to 3 and 1 number equal to 4 respectively.

Figure - 9
Growth Pattern of Transport Operators / Tour Operator and Travel Agencies in the Study Areas during the period from 1993-1994 to 2001-2002



The growth pattern of these three persons who provide an important service to the tourist is degressive from 1993-94 to 1997-98 at Thanjavur. Then the growth pattern is progressive from 1997-98 to 2001-02. From 2000-01 to 2001-02 the growth is proportional.

In Velankanni the pattern growth of these operation is proportional from 1993-94 to 1996-97. Then the growth becomes progressive during 1996-97, 1997-98. There after the growth becomes proportional from 1997-98 to 1999-2000 and it become progressive and proportional during the year 1999-2000, 2000-01 and 2000-01 to 2001-02 respectively.

In Nagore the growth of these 3 persons is proportional from 1993-94 to 1998-99 and thereafter the growth is 1998-99 highly progressive during the 1999-2000, after wards the growth become proportional till 2001-02.

In Poombuhar the growth is proportion since 1995-96 to 1999-2000. Earlier to 1995-96 there is no such person providing services to tourist. From 1999-2000 the growth is highly progressive till 2000-01. But after the gradual growth, it becomes proportional during 2000-01.

Tourist guides and escorts:

Guides and escorts in the context of Indian tourism have been neglected a lot traditionally. It is only recently, since tourism has been

recognized as the greatest economic asset, the significance of tourist guides and escorts were felt very much. The technical mode in which guides and escorts were cost might take a little time in freeing itself for settings pace along with the growth of tourism. Guides and escorts a well professionals known with clear understanding of places of interest, having knowledge over the language, routes, facilities available, provide physical security to tourists particularly from foreign countries. The tourists and the professionals in the business of tourism, came to form a stereotype image of guides, irrespective of the fact that guiding and escorting tours are highly professional business and requires acquisition of special skills for successful careers. In fact, the perception about guides differs from region to region. The guide is a public related representative for site, city, region and country in situations. He or she possesses a wide range of knowledge of the "areas" or subject being dealt with so as to be able to "inform" the tourist about it. Depending upon the nature of the tour, an escort is supposed to perform the role of an accompanying manager to a subject expert.

The role of an escort begins as soon as the tourists arrive at the place of interest. It ends after the departure of the tourists during the stay of the tourist/s, an escort may get a few intermissions but unlike a guide, he may not be free from his responsibilities throughout the period of the tourist/s stay. In escorted tours the duty also involves looking after facilitation, and custom's clearance at the airports. The escort is

responsible for the entire group during the journey and at the destination.

The following table 2.10. shows the growth of tourist guides at the various tourist places of the three districts during the year 1993 – 94 to 2001 – 02.

TABLE 2.10

Distribution of Tourist Guides / Escorts at Various Tourist Places in Tamil Nadu since 1993-94 to 2001-02.

Year	Thanjavur	Poombukhar	Nagore	Velankanni
1993-94	-	-	-	-
1994-95	-	-	-	-
1995-96	1	-	-	-
1996-97	2	1	-	-
1997-98	2	1	-	1
1998-99	2	1	-	1
1999-00	3	2	-	2
2000-01	3	2	-	2
2001-02	3	2	-	2

(**Source :** Primary data)

From the table we understand the growth of tourist guides at the various places of the study area were practically zero before 1995-96. Since then, the importance given to tourists guides become a necessity in view of arrival of large number of tourists, the awareness about the

guides in the minds of the tourists etc. On enquiry from the field, it is understood that the number of guides are gradually increasing.

Shops at tourist places:

In around a tourist places some of the shops such as Textile / (handlooms), handicrafts, toy shops, restaurants, tea / cool drink shops are established with the approval of local authorities. These shops are listed by the officials of the local bodies and subject to the payment of local fees/tax. Besides, there are many open air / take away shops are established without getting the permission of the local authorities. These shops are categorised as informal sectors shops. Some times these shops create problems to tourists in supplying unhygienic/poor quality foodstuff. Local bodies have started enforcing conditions relating to provision of good foodstuff at reasonable rates.

Some of these shops offer to tourists local products made with local skills and other arts and crafts using production techniques that have been virtually unchanged for generation.

The following table 2.11. shows the various shops under different categories established in the tourist places of the three districts from the year 1993-94 to 2001-02.

TABLE – 2.11

Distribution of Various Types of Shops at Tourist Places Since 1993-94 to 2001-02

Tourist Place	Types of Shops	93-94	94-95	95-96	96-97	97-98	98-99	99-00	00-01	01-02	Mean	SD	CGR
Thanjavur	Textile & Handloom	3	3	3	3	4	5	5	5	5	4.00	1.00	5.84
	Handicraft	1	1	1	1	2	2	2	2	3	1.67	0.71	12.98
	Toy Shops	5	6	8	8	8	10	10	11	12	8.67	2.29	10.22
	Tea/Cool Drinks	3	4	3	4	4	10	10	12	15	7.22	4.55	19.58
	Take Away Shops	10	12	13	14	16	18	20	25	28	17.33	6.06	12.12
Vellankanni	Textile & Handloom	-	-	1	2	2	2	2	2	2	1.86	0.38	10.41
	Handicraft	-	-	3	5	8	8	9	10	12	7.86	3.02	21.90
	Toy Shops	5	6	6	10	12	12	15	20	25	12.22	6.89	19.58
	Tea/Cool Drinks	6	10	12	13	15	16	18	20	20	14.44	4.69	14.31
	Take Away Shops	8	10	15	16	18	20	25	30	30	19.11	7.96	15.82
Nagore	Textile & Handloom	1	1	1	2	2	2	2	2	2	1.67	0.50	8.01
	Handicraft	-	-	-	1	1	1	1	2	2	1.33	0.52	12.25
	Toy Shops	3	3	3	4	6	8	10	10	12	6.56	3.54	16.65
	Tea/Cool Drinks	6	6	6	10	12	15	15	16	18	11.56	4.75	12.98
	Take Away Shops	3	3	3	5	5	6	8	9	10	5.78	2.68	14.31
Poombuhar	Textile & Handloom	1	1	1	1	1	1	2	3	3	1.56	0.88	12.98
	Handicraft	1	1	1	2	2	2	3	3	3	2.00	0.87	12.98
	Toy Shops	5	6	6	5	6	7	8	10	15	7.56	3.21	12.98
	Tea/Cool Drinks	5	7	8	10	10	12	13	15	18	10.89	4.08	15.30
	Take Away Shops	10	12	15	15	18	19	20	22	22	17.00	4.27	9.16

(**Source :** Secondary Data)

The average growth rate of the textile and handlooms shops are in the same trend in Velankanni, Nagore and Poombuhar except in Thanjavur. The average growth of Textile and handloom in Thanjavur is 4%. This may be on account of actual tourist arrivals when compared to the other region.

The handicraft shops growth are in the same trend in Thanjavur, Nagore and Poombuhar (i.e above 50%) except in Velankanni. The growth of handicrafts shops at Velankanni is an average of 7.86%. At Velankanni – "our lady of health" all religious tourists are visited. Besides, sea-shell oriented products are produced more in the region.

The toy shop growth at various tourist places are in the ascending order of 6.56%, 7.56%, 8.67% and 12.22% at Nagore, Poombuhar, Thanjavur and Velankanni respectively.

The growth of the cool drinks / tea shops at the tourist places are an average of 7.22% at Thanjavur, 10.89% at Poombuhar, 11.56% at Nagore and 14.44% of Velankanni.

The average growth of the takeaway shops is 17.33% at Thanjavur, 17.00% at Poombuhar, 5.78% at Nagore and 19.11% at Velankanni.

While comparing the growth of all shops at the different tourist places, average growth is high at Velankanni.

CHAPTER – III

GROWTH NEEDS AND EXTENT OF TOURISM SERVICES

Tourism is on the way to becoming the world largest industry. Both private and public sector launched various programmes to attract more tourists, as tourism becomes a unifying force nationally and internationally fostering better understanding through travel.

The various causes for growth need of tourism:

1. Increased income:

As a result of the industrial development, the production of goods and services are increased. The industrial workers are getting handsome income and this leads to the increase of their percapita income. This enables the purchasing and borrowing power of the people. As wealth increased they began to spread a part of earning for leisure time activities such as tourism. Thus tourism has occupied a place in development and growth.

2. Increased leisure:

The modern society is left with more discretionary time. When compared with past, through out the universe 50% of the workload are performed by the worker at present. This may due to the development in technology. So with more discretionary time people will be to go on tour for leisure activities.

3. Rising standard of living:

The rapid economic development has resulted in the rise in standards of living in developed countries. A part of this income is spent on travel for pleasure and to learn experience.

4. Availability of package tours:

The basic advantage of a package tour is convenience, assured arrangements made by experts, lower costs and benefit of the personal relations between the tour operators and those that provided the services, so it made even the ordinary people visit distant places with economy.

5. Paid holidays:

The paid holidays for the youth and workers encouraged large numbers to avail the facilities to travel through various associations and agencies brought such travel within their easy reach.

6. Education and culture:

World wide spread of education has led to a natural curiosity among the people to travel and to know how others live and work.

Tourism play the role of promoting, understanding among the nations and within the nation boundaries, facilitating emotional integration. But its economic importance was less understood. It is only in recent years, in particular, the later half of the 20^{th} century that tourism has been accepted as an important catalyst for economic

development. It is in terms of its contribution to employment generation, income generation, foreign exchange earnings, and the innumerable growth of our Indian economy. In India it is because of this significance that the tourism secured the status of an industry in the 7th Five Year Plan (1985-90).

Growth of tourism economic significance

From the domestic and international tourism a number of economic and social benefits are derived. Some of the economic benefits are creation of employment opportunities, removal of regional imbalances, opening up of new growth centres in the interior of the country, augmentation of foreign exchange earnings, promotion of national integration, international understandings and so on.

It is significant that many aspects of domestic and international tourism have special relevance to the socio-economic scene in India. Tourism also tends to give support to local handicrafts and cultural activities.

Growth of tourism and multiplier effect

The benefits from infrastructure investments, justified primarily for tourism-airports, roads, water supply and other public utilities – are widely shared by the other sectors of the economy. Tourist facilities such as hotels, restaurants, museums, clubs, sports complexes, public transport, national parks, are used by domestic tourist and visitors,

businessmen and residents. The cost of all these facilities are being admirably subsided by international tourists who are prepared to pay more. A tourist expenditure not only supports the tourist industry directly but helps indirectly to subsistence goods and services to the tourist industry.

However, it must be understood that the multiplier effect will be greater if the tourism Industry gets goods or services from local market sectors. If the tendency is to import goods and services, the multiplier decreases. It is worth noting that both the central and state governments earn revenue through various taxes, octori and entry fees etc.

Among the various taxes earned by the state government, luxury tax is collected from the hotelier, indirectly from the person stay in hotels. When the tourists arrival is increased, especially foreign tourist and the domestic tourist from far away places, it required proper accommodation. If the accommodation facilities are improved, the tax earned from that is also increased. Simultaneously the government is unable to spend more on tourism without income. Luxury tax is one kind of income earned by the state government through which it can develop various elements of tourism. The luxury tax earned by the government from the hotels in the study area is discussed below.

The table 3.1 disguises that the luxury tax deserved by the government from 1993-94 to 2001-02 at Thanjavur region.

Table 3.1.

Category-wise distribution of luxury tax earned from the hotels in Thanjavur region during the period from 1993-94 to 2001-02.

(in Rs.)

Year	3 Star	2 Star	1 Star	Un-classified	Total	Average
1993-1994	-	12887	1563	5806	20256	6752
1994-1995	-	11156	3198	6190	20545	6848
1995-1996	-	10024	4182	8160	22366	7455
1996-1997	-	10758	7710	7500	25968	8656
1997-1998	-	9889	10051	9600	29540	9847
1998-1999	9007	19143	9984	9701	47834	11959
1999-2000	9015	17857	11379	9296	47547	11887
2000-2001	9343	28125	7143	10480	55091	13773
2001-2002	19408	45417	9333	11297	85455	21364
SD	5145.69	11774.74	3446.92	1886.64	21779.01	4629.38
CGR	56.23	32.64	20.42	55.34	27.82	35.92
LGR	2211.68	3417.88	993.07	655.09	7277.72	1523.10

(**Source :** Secondary Data)

The results of the table pose that the luxury tax earned through the 3-star categorized hotels are on an average of Rs.2,212/- in every year. But the income from 2-star categorized hotels are on an average of Rs.3,418/- in every year. The revenue from 2-star hotels is more when compared to the 3-star hotels. The rationale is the 3-star categorized hotels are established in Thanjavur since 1998-99. But the 2-star categorized hotels are functioning from 1993-94 onwards.

The tax earned from 1-star and unclassified categorized hotels at Thanjavur is increased by an average of Rs.993/- and Rs.665/- respectively in every year. The overall luxury tax earned from the all categorized hotels in Thanjavur is increased on an average of Rs.7,278/- in every year.

Another important tourist place is Velankanni. At this place 1-star hotels and unclassified hotels are existing. The luxury tax earned from these hotels is described in Table 3.2

Table 3.2.

Category-wise distribution of luxury tax earned from the hotels in Velankanni region during the period from 1993-94 to 2001-02.

(in Rs.)

Year	3 Star	2 Star	1 Star	Un-classified	Total	Average
1993-1994	-	-	1563	2581	4143	2072
1994-1995	-	-	1599	2476	4075	2038
1995-1996	-	-	2091	4896	6987	3493
1996-1997	-	-	7710	6000	13710	6855
1997-1998	-	-	6701	6400	13101	6550
1998-1999	-	-	4992	8084	13076	6538
1999-2000	-	-	5689	7747	13436	6718
2000-2001	-	-	3571	8983	12554	6277
2001-2002	-	-	5600	8473	14073	7036
SD	-	-	2280.82	2439.20	4232.23	2116.12
CGR	-	-	32.15	34.76	33.73	33.73
LGR	-	-	442.42	847.91	1290.34	645.17

(**Source :** Secondary Data)

From the table it was predicate that the luxury tax earned from the hotels of 1-star and unclassified is Rs.442 and Rs.848 on an average in every year. The overall luxury tax earned at this place is on an average of Rs.1,290/-. The tax is from the unclassified hotel is more than the 1-star hotel. This is due to that the number of hotels is not increased compared to the unclassified hotel room.

In Nagore there is no star categorized hotels. Only a minimum number of hotels are there. The luxury tax earned from the hotels is shown in the Table 3.3.

Table 3.3.

Category-wise distribution of luxury tax earned from the hotels in Nagore region during the period from 1993-94 to 2001-02.

(in Rs.)

Year	3 Star	2 Star	1 Star	Un-classified	Total	Average
1993-1994	-	-	-	1290	1290	1290
1994-1995	-	-	-	1238	1238	1238
1995-1996	-	-	-	2448	2448	2448
1996-1997	-	-	-	3000	3000	3000
1997-1998	-	-	-	3200	3200	3200
1998-1999	-	-	-	3234	3234	3234
1999-2000	-	-	-	3874	3874	3874
2000-2001	-	-	-	3743	3743	3743
2001-2002	-	-	-	4236	4236	4236
SD	-	-	-	1072.95	1072.95	1072.95
CGR	-	-	-	34.76	34.76	34.76
LGR	-	-	-	373.05	373.05	373.05

(**Source :** Secondary Data)

From the above table 3.3. it is found that the luxury tax is earned only from the unclassified hotels. The tax earned from this region is on an average of Rs.375/- per year.

In Poombuhar, also there is no star categorized hotel as in Nagore. Only unclassified hotels are there. The luxury tax earned during the period 1993-94 to 2001-02 is rendered in the table 3.4.

Table 3.4.

Category-wise distribution of luxury tax earned from the hotels in Poombuhar region during the period from 1993-94 to 2001-02.

(in Rs.)

Year	3 Star	2 Star	1 Star	Un-classified	Total	Average
1993-1994	-	-	-	1032	1032	1032
1994-1995	-	-	-	990	990	990
1995-1996	-	-	-	1632	1632	1632
1996-1997	-	-	-	1500	1500	1500
1997-1998	-	-	-	1600	1600	1600
1998-1999	-	-	-	2425	2425	2425
1999-2000	-	-	-	2324	2324	2324
2000-2001	-	-	-	2994	2994	2994
2001-2002	-	-	-	3530	3530	3530
SD	-	-	-	874.45	874.45	874.45
CGR	-	-	-	33.52	33.52	33.52
LGR	-	-	-	305.22	305.22	305.22

(**Source :** Secondary Data)

From the above table 3.4 it is originate that the luxury tax earned from the unclassified hotels. Every year on an average of Rs.305/- is earned as luxury tax from this region.

Foreign exchange earnings:

Through tourism a country can earn foreign exchange. At present most of the countries in the world are concentrating and taking measures to develop tourism to attract more foreign tourists. The growth of foreign exchange of a country depends on the arrival of the foreign tourists. So tourism is an important industry to earn foreign exchange.

The amount of foreign exchange earned from tourism in the study area is not available. The computation of foreign exchange earnings from tourism is made by the Reserve Bank of India as part of its exercise to collect balance of payments statistics. RBI collects the travel receipts data from the returns submitted by the authorized dealers in foreign exchange. In India the foreign exchange earned from tourism from the period 1993-94 to 2001-02 is shown in the table 3.5.

Table 3.5

Foreign Exchange Earnings from Tourism in India

Year	Foreign Exchange Earnings (Rs. In Crores)	Percentage Change
1993-94	6970.30	15.02
1994-95	7423.80	6.51
1995-96	9185.90	23.74
1996-97	10417.60	13.41
1997-98	11584.50	11.20
1998-99	12864.60	11.05
1999-00	13765.40	7.00
2000-01	15155.30	10.10
2001-02	16865.50	11.25
Total	104232.90	
Average	11581.43	
SD	3404.99	
CGR	10.32	
LGR	1239.69	

(Source : Tourism Statistical Handbook, Tamil Nadu.)

From the above table it is found that the average foreign exchange earnings over the period of nine years was Rs.11,581.43 crores. The common growth was 10.32%. Every year an average growth of foreign exchange earnings in India through tourism is Rs.1,239.69 crores.

Generation of employment:

The major direct economic effect of tourism relate to employment opportunities. The tourism industry is a highly labour intensive and hence is a valuable source of creating additional employment. It provides a wide range of jobs, which extend from the unskilled to highly specialized skills. It provides employment to specialized personnel to work as managers, accountants, house keepers, waiters, cooks and entertainers which, in turn, need large number of semi-skilled workers such as porters, chamber maids, kitchen staff, gardeners etc. The construction industry is also developed out of tourism growth i.e., construction of hotels, airports, water supply and other public utilities create jobs for millions of skilled and semi-skilled workers.

Several other secondary or allied business firms, for instance, suppliers of food and beverages, taxi-drivers, photographers, hair dressers, doctors, butchers, flower sellers, and dentists and so on are also benefit out of it. Tourism indirectly increases productivity of other sectors, particularly of the agricultural sector as it can draw surplus man-power engaged therein.

Growth of tourism and socio-cultural significance:

Tourism promotes cultural activities and religious impacts on tourists. India's primary attraction has been its culture, its arts, architecture, music, dance and historic values draws people to its

shores and these people subsequently spread the world about India's rich heritage.

It expects a glimpse of native culture during their visit. Travellers have traditionally been welcomed in most societies, to join and participate in rituals, ceremonies and performances such as harvest festivals, marriages and folk dances.

Growth in tourism can bring several kinds of socio-cultural benefits. It improves the living standard of people and helps pay for improvement to community facilities and services, if the economic benefits of tourism are well distributed.

It conserves the cultural heritage of an area which otherwise might be lost as a result of general development taking place. Cultural patterns of music, dance, drama, dress, arts and crafts, customs, ceremonies, life-styles, traditional economic activities are the important attractions of tourists. We may lose them, if cultural tourism is not developed. Tourism helps justify their conservation which can be the impetus for revitalising cultural patterns.

It helps to develop and maintain museums, theaters and other cultural facilities. They are also enjoyed by residents. Many major museums and theatre in the world receive financial support from the entrance fees paid by tourists.

Reinforcement or even feeling a sense of pride by residents in their culture, when they observe tourists appreciating it. This is especially true of some traditional societies which are undergoing rapid change and losing their sense of cultural self confidence.

It provides the opportunity for cross cultural exchange between tourists and residents who learnt about, and come to respect, one another's cultures. This exchange can best be achieved through certain forms of tourism-educational and other types of special interest tours. Village tourism, and home visit programmes by tourists can be arranged to visit local families.

Growth of tourism and environmental significance:

Tourism growth, helps, justify and pay for conservation of important natural areas and wild life, including marine environments and development of national and regional parks and reserves, because these are major attractions and eye-catchers for tourists. This is an especially significant benefit in countries with limited resources for undertaking environmental conservation.

It helps justify and pay for the conservation of archaeological and historic sites as attractions for tourist. Otherwise many of these sites would go to deterioration or disappearance. Even the entire historic districts in town and cities are being conserved and developed for tourism.

It helps to improve the environmental quality of areas because tourists like to visit places that are attractive clean, and free from pollution. Tourism provides the incentive to clean up environments through controlling air, water, noise and visual pollution, reducing congestion and upgrading overall appearance with suitable landscaping and building design. Also, well sited and designed tourist facilities themselves can contribute to the attractive appearances of both urban and rural environments. Improvement of infrastructure, especially of water supply, sewage and solid waste disposal, also contribute to the improved environmental quality.

The growth of tourism increases local environmental awareness when residents, particularly young people, observe tourists interest in conservation. They then began to realize the importance of conservation in their areas.

From the economic, socio-cultural and environmental views, the growth of tourism is necessitated. If not, the entire constituents of tourism industry natural and artificial are swooned.

Extent of tourism services:

To market the tourism property from the origin to destination i.e. origin refers to market, many services and facilities sought by tourist and it is expected at the destination. Certain services exist at a destination even prior to its becoming a tourist attraction. However,

there are services that emerge because of the tourism demand. To site an example, construction of hotels, air conditioned coaches and photography are seen. The transport sector provides the essential link between markets and destinations with travel that occurs within each of these zones. Many of the wholesale and retail travel functions, however, are to be found in the market where tour operators and retail agencies put together, promote and sell individual or packaged items of the tour experience.

Attracting the tourist is a service

In modern information technological world there are many medias facilitate to provide information about a meticulous place. It also provides information about the special features of a place. On seeing or hearing about the place or special events of the itemized place, the tourist are attracted towards that places.

Many attractions may induce tourist to visit a dainty area or spend their holidays in specific regions. These have been classified as a distinction usually made between natural features such as land forms, flora and fauna, and man-made objects, historic or modern in the form of cathedrals, casinos, monuments, momentous buildings or amusement parks. Another category embraces man and his culture as expressed through language, music, folklore, dances, cuisine and so forth.

To attract the domestic and foreign tourist the Tamil Nadu Tourism Department and Tamil Nadu Tourism Development Corporation conduct many events at various tourist places in Tamil Nadu in a year. They are presented in the following chart.

Chart No.3.1

Tourism Department of Tamil Nadu Scheduled events

Event	Venue	Month
1) Tourist Trade Fair	Chennai	January to March
2) Pongal Tourist Festival	All Places in Tamil Nadu	January
3) Natyanjali Festival	Chidambaram	February
4) Chithirai Festival	Madurai	April
5) Summer Festival	Hill Stations in Tamil Nadu.	May
6) Mango Festival	Krishnagiri	June
7) Saral Festival	Courtallan	July / August
8) Cape Festival	Kanyakumari	October
9) Mamallapuram Dance Festival	Mamallapuram	December / January

(**Source :** Records of Department of Tourism, Government of Tamil Nadu)

Accommodation service:

Different kinds of accommodation facilities are available to modern tourist. These might be broadly classified into the commercial sector such as hotels, motels, guest-houses, holiday camps and the private sector, notably private permanent residences used for hosting friends and relatives and second homes (a permanent building which is the occasional residence of a house hold that usually lives elsewhere which is primarily used for recreational purposes). Camping caravanning may constitute an intermediate category where in private tents or caravans are sited in commercial camping grounds.

In general, there has been a move away from the traditional serviced type of accommodation provided by hotels and guest-houses to more flexible and functional forms such as the self-contained motel or the rented apartments. Flexibility in ownership is also apparent. Resort apartments or condominiums in many places may be purchased out right, under a variety of lease-back arrangements, or more recently, on a time-sharing basis whereby a series of owners acquire rights to a property for specified periods of the year.

A tourist professional can obtain necessary information about accommodation available at a destination through the Hotel and Restaurant guide published every year by the Federation of Hotel and Restaurant Association of India (FHRAI). This association conducts

survey through out India and give information regarding different kinds of hotels, tariffs, availability of rooms, address, telephone number and other facilities available. Such service is immerse for the growth of tourism.

Proper accommodation services are highly essential for the growth of tourism. It must be provided according to the tourist arrivals. The extent of the accommodation services in the study area are hypothetically analysed through the multiple regression analysis. In the null hypothesis, the present accommodation services are not having positive relationship with the total number of tourist arrivals in the study area are exposed. This has been analysed with the total number of tourist arrived during the period 1993-94 to 2001-02 at the various tourist places (given in the table 2.1 to 2.4) and the number of approved hotel rooms in the tourist places during the same period (given in the table 2.5 to 2.8) in the table 3.6.

Table 3.6.

Region-wise Multiple Regression results showing the relationship between Hotel Rooms of Various Category and overall Tourist Arrivals during the period from 1993-94 to 2001-02.

Category of Hotels	Category of Tourists	Constant	Co-Efficient	Adjusted R Square	R Square	F Value
THANJAVUR REGION						
3 Star	Domestic	-25.25 (0.90)	0.00008 (1.36)	0.2182	0.4788	1.84
	Foreign	-13.29 (-0.52)	0.00122 (1.02)	0.0136	0.3424	1.04
	Both	-24.70 (-0.89)	0.00007 (1.34)	0.2092	0.4728	1.79
2 Star	Domestic	-21.84 (-1.84)	0.00010** (3.54)	0.5898	0.6410	12.50**
	Foreign	-14.47 (-1.70)	0.00213** (4.13)	0.6672	0.7088	17.04**
	Both	-21.71 (-1.86)	0.00010** (3.59)	0.5973	0.6476	12.86**
1 Star	Domestic	-15.87 (-2.25)	0.00012** (6.70)	0.8457	0.8650	44.84**
	Foreign	-6.29 (-1.25)	0.00231** (7.60)	0.8765	0.8919	57.76**
	Both	-15.65 (-2.28)	0.00011** (6.87)	0.8523	0.8708	47.18**
Un-Classified	Domestic	21.35* (2.85)	0.00009** (5.09)	0.7568	0.7872	25.90**
	Foreign	29.55** (4.94)	0.00183** (5.06)	0.7550	0.7856	25.65**
	Both	21.55* (2.93)	0.00009** (5.15)	0.7614	0.7913	26.53**
All Category	Domestic	-34.16 (-1.25)	0.00037** (5.54)	0.7879	0.8144	30.72**
	Foreign	-5.18 (-0.28)	0.00752** (6.69)	0.8455	0.8648	44.77**
	Both	-33.56 (-1.26)	0.00036** (5.67)	0.7955	0.8211	32.13**

Continued..

Table (Continued)

VELANKANNI REGION						
1 Star	Domestic	-6.38 (-1.24)	0.00007** (4.80)	0.7333	0.7667	23.00**
	Foreign	-3.29 (-0.40)	0.01013** (2.64)	0.4282	0.4996	6.99*
	Both	-6.38 (-1.23)	0.00007** (4.78)	0.7320	0.7655	22.85**
Un-Classified	Domestic	-20.80** (-3.68)	0.00019** (11.23)	0.9399	0.9474	126.04**
	Foreign	-17 68 (-1.29)	0.02827** (4.37)	0.6940	0.7322	19.14**
	Both	-20.83** (-3.66)	0.00019** (11.15)	0.9391	0.9467	124.43**
All Category	Domestic	-27.18* (-3.16)	0.00026** (10.26)	0.9288	0.9377	105.31**
	Foreign	-20.97 (-1.02)	0.03840** (3.96)	0.6478	0.6918	15.72**
	Both	-27.21* (-3.14)	0.00026** (10.19)	0.9278	0.9368	103.79**
NAGORE REGION						
Un-Classified	Domestic	10.07** (4.79)	0.00008** (5.23)	0.7668	0.7959	27.30**
	Foreign	-7.31 (-1.68)	0.03459** (6.29)	0.8281	0.8496	39.54**
	Both	10.03** (4.76)	0.00008** (5.23)	0.7671	0.7962	27.35**
POOMBUHAR REGION						
	Domestic	-27.84** (-4.46)	0.00632** (6.67)	0.8444	0.8639	44.43**
	Foreign	-2.88 (-1.14)	0.03243** (6.74)	0.8475	0.8666	45.46**
	Both	-23.88** (-4.28)	0.00531** (6.75)	0.8478	0.8668	45.57**

(**Source:** Various Records of Department of Tourism, Tamil Nadu)

* Significance at 5 per cent level; ** Significant at 1 per cent level.

Figures in paranthesis shows the 't' values.

From the above table it is found the results of simple linear regression equation between hotel rooms available in the study area under various categories as dependent variables and overall tourist arrivals in the respective tourist places as independent variable during the period 1993-94 to 2001-02.

It is observed that there is no 5-star deluxe, 5-star and 4-star categorized hotels in these region. It is found only from 3-star to unclassified category of hotels are there.

From the results, it is observed that in 3-star category hotels 8 rooms per lakh domestic tourists and 122 rooms per lakh foreign tourist were available at Thanjavur region. It is found that the tourist arrivals in Thanjavur region were not having positive significant relationship with the hotel rooms under 3-star category.

In 2-star category hotels 10 rooms per lakh domestic and 213 rooms per lakh foreign tourists, in 1-star category 12 rooms per lakh domestic and 231 rooms per lakh foreign tourists and in the unclassified category 9 rooms per lakh domestic and 183 rooms per lakh foreign tourist were available. It is found that the tourist arrivals in Thanjavur were having positive significant relationship with the hotel rooms in 2-star to unclassified hotels.

In Velankanni there is one 1-star and an unclassified hotels are there. From the results it can be observed that in 1-star category hotels 7 rooms per lakh domestic tourist and 1,013 rooms per lakh foreign tourists available. In unclassified category hotels 19 rooms per lakh domestic and 2,827 rooms per lakh foreign tourist were available. The results of tourists arrivals in Velankanni were having positive significant relationship with these categorized hotel rooms.

At Nagore and Poombuhar, only unclassified hotels are there. It is found at Nagore 8 rooms per lakh domestic and 3459 rooms per lakh foreign tourists and at Poombuhar 632 rooms per lakh domestic and 3,243 rooms per lakh foreign tourists were available.

Combining all categories of hotels in Thanjavur, Velankanni, Nagore and Poombuhar regions together, the Beta co-efficient of 0.00037 (t-value 5.54), 0.00026 (t-value 10.26), 0.00008 (t-value 5.23) and 0.00632 (t-value 6.67) respectively which having positive significant at 1% level indicates that, the rooms at Thanjavur, Velankanni, Nagore and Poombuhar per lakh domestic tourists were 37,26,08 and 632 respectively are available to the domestic tourist arrivals and the Beta co-efficient 0.00752 (t-value 6.69), 0.03840 (t-value 3.96), 0.03459 (t-value 6.29) and 0.03243 (t-value 6.74) respectively which have positive significant at 1% level indicates that, the rooms at Thanjavur, Velankanni, Nagore and Poombuhar per lakh foreign tourist were 752,

3840, 3459 and 3243 respectively were available to the foreign tourist arrivals.

The results of simple linear regression equation for all categories of hotels in all tourist places in the study area are having positive significant relationship with domestic, foreign and both type of tourist arrivals during the period 1993-94 to 2001-02.

Hence, the null hypothesis stating that, there is no significant positive relationship of the accommodation facilities offered to the tourist arrivals at the tourist places was rejected and alternate hypothesis, the accommodation facilities and tourist arrivals were having positive relationship - was accepted.

The Tamil Nadu tourism development corporation lists the Tamil Nadu group of hotels and the tourist, run at the various tourist places. The brouchers about this information can be got at the tourism department and at the tourist information centres.

Transport service:

Transport services within destination are also essential for the growth of tourism. Frequent transport services must be provided by the state/central government. Some of these may be tourist oriented (e.g. sight seeing tours, gondolars to lookout point) while various forms of public transport (buses, motors etc) used by tourists would primarily

serve the local public. It is also found that during the festival time, some special buses, trains operated to the particular pilgrim / tourist centre by the state and central government.

The various types of transport chosen by the tourist to visit the places of interest in the study area are depicted in the following table 3.7.

Table 3.7.

Mode of Transports used by Sample Tourists in the Study Regions of Thanjavur, Velankanni, Nagore and Poombuhar

Transport Services		Thanjavur	Velankanni	Nagore	Poombuhar	Total	Percentage to Grand Total
Bus	Numbers	44	52	22	71	189	51.78
	%	(23.28)	(27.51)	(11.64)	(37.57)	100.00	
Train	Numbers	31	12	15	4	62	16.99
	%	(50.00)	(19.35)	(24.19)	(6.45)	100.00	
Taxi/ Contract Bus	Numbers	10	16	15	12	53	14.52
	%	(18.87)	(30.19)	(28.30)	(22.64)	100.00	
Own Car	Numbers	15	20	13	13	61	16.71
	%	(24.59)	(32.79)	(21.31)	(21.31)	100.00	
Total	Numbers	100	100	65	100	365	100.00
	%	(27.40)	(27.40)	(17.81)	(27.40)	100.00	

(**Source :** Primary Data)

(Figure in paranthesis shows the percentages to row total)

From the above table it is predicated that among the total number of sample respondents visited to Thanjavur, 44% of the tourist came by bus, 31% saw through train, 10% of the tourists looked up through the taxi / contract bus and 15% of them visited with their owned car.

Among the sample respondents of tourist visited to Velankanni, 52% of them came by bus, 12% of the respondents visited by train, 16% of them use taxi / contract bus and 20% of the tourist looked up through their owned car.

At Nagore, 34% of the respondents looked up through buses, 23% of the respondents came by train and / or by taxi / contract buses and 25% of the tourist saw through their owned car.

At Poombuhar the maximum of 71% of the sample respondents visited by bus, 4% of the tourist came by train, 12% of the tourist looked up by taxi / contract bus and 15% of the tourist visited by their owned car.

Among the over all sample respondents visited the various tourist places in the study area, 51.7% of the respondents choose bus for their travel, 16.99% of the visitor choose the train, 14.52% of the tourist looked up through taxi / contract buses and 16.71% of the tourist saw through their own car.

Adequate transport services are essential to the growth of tourism. The notion of the sample respondent about the transport services who visited by bus, by train or by taxi / contract buses at the various tourist places given in the table 3.8.

Table 3.8.

Opinion of the Sample Tourists on Extend of Transport Services in the Study Regions of Thanjavur, Velankanni, Nagore and Poombuhar.

Particulars		Bus	Train	Taxi/Contract Bus	Total
THANJAVUR REGION					
Adequate	Numbers	23	5	6	34
	%	(52.27)	(16.13)	(40.00)	(37.78)
Inadequate	Numbers	21	26	9	56
	%	(47.73)	(83.87)	(60.00)	(62.22)
Total	Numbers	44	31	15	90
	%	100.00	100.00	100.00	100.00
VELANKANNI REGION					
Adequate	Numbers	18	0	9	27
	%	(34.62)	0.00	(45.00)	(32.14)
Inadequate	Numbers	34	12	11	57
	%	(65.38)	(100.00)	(55.00)	(67.86)
Total	Numbers	52	12	20	84
	%	100.00	100.00	100.00	100.00
NAGORE REGION					
Adequate	Numbers	8	7	10	25
	%	(36.36)	(46.67)	(76.92)	(50.00)
Inadequate	Numbers	14	8	3	25
	%	(63.64)	(53.33)	(23.08)	(50.00)
Total	Numbers	22	15	13	50
	%	100.00	100.00	100.00	100.00
POOMBUHAR REGION					
Adequate	Numbers	17	0	11	28
	%	(23.94)	0.00	(84.62)	(31.82)
Inadequate	Numbers	54	4	2	60
	%	(76.06)	(100.00)	(15.38)	(68.18)
Total	Numbers	71	4	13	88
	%	100.00	100.00	100.00	100.00
ALL REGION					
Adequate	Numbers	66	12	36	114
	%	(34.92)	(19.35)	(59.02)	(36.54)
Inadequate	Numbers	123	50	25	198
	%	(65.08)	(80.65)	(40.98)	(63.46)
Total	Numbers	189	62	61	312
	%	100.00	100.00	100.00	100.00

(**Source:** Primary Data)
(Figures in paranthesis shows the percentages to respective column total)

From the above table it is inferred in Thanjavur, among the total number of tourist came by bus, 52.27% have said that there is adequate transport services available. 47.73% of the tourist said that the bus services are inadequate. Those who visited by train, 16.13% of the tourist said the services are adequate and 83.87% of the visitors said that the train services are inadequate. Majority of the persons who looked up by taxi / contract buses reported that the services of taxi / contract buses are inadequate.

At Velankanni, among the respondents 65.38% of tourist visited by bus, and all the tourists visited by train and 55% of the tourist came by taxi / contract buses are said the services are inadequate in this region.

From the respondents visited to Nagore and Poombuhar, majority of the tourist said that the services are inadequate.

From the widespread analysis of the table, it shows that, among the total number of tourists visited at the various places in the study area, 65.08% of the respondents have said the bus facilities are inadequate.

The sweeping opinion about the train facilities, 80.65% of the respondents opined that the train services in these regions are inadequate.

On the other hand, the tourist saw through taxi / contract buses 59% of the tourist said that the services of this kind of transport is adequate.

To conclude, the majority of the tourists visited the various places in the study areas said the services of bus, train and taxi / contract bus are inadequate.

Special package tour offered by TTDC:

The Tamil Nadu State Transport Corporation operate special buses in the festival time to a particular pilgrim centre. In Thanjavur, Nagapattinam and Tiruvarur districts, there are number of pilgrim centres which are visited by the domestic tourists frequently and foreign tourists occasionally. The Navagragha Pilgrim centres are in and around of these three districts. The Tamil Nadu tourism development corporation offers many package tours to the public given in the Anexure-II. Among the various package tours, the navagraha temple tour seems to have been attracted by the pilgrims. Since time is being controlled by the planets.

The places of Navagraha which are very often visited by the pilgrims who have strong faith on the controllers of life - TIME and PLANETS - are (nine planets) : Vaitheswaran Koil (Angaraha – Mars) – Thiruvenkadu (Budha – Mercury) – Keelaperumpallam (Kethu) – Thirunallaru – (Sani – Saturn) – Alangudi (Guru – Jupiter) – Thingalur

(Chandru – Moon) – Thirunageswaram – (Rahu) – Surianar Koil (Surya – Sun) and Kanchanur (Sukra – Venus).

Services of travel agent:

The travel agent provides a varied range of services. He provides up-to-date knowledge of the tourist product and suggests the customer impartially about it. In addition to it, he offers generally as a customary service as kind or for a nominal fee. The various services are assisting the traveller to obtain the passport, visa, etc., after proper documentation and advising the traveller on health regulation and guidelines and precautions while travelling along with the importance of insurance, customs clearance, immigritation, permits, airport facilities and so on are the services mentioned here.

In recent years tourist service enterprises have begun to use sales representatives in order to ensure a better coverage of important markets. Their task is not to sell to individual travellers but to provide information and various services to selling intermediaries, especially travel agents. Their functions relate to market information, promotion, control sales service and assistance.

The following table 3.9. shows that the responses of the tourists about the types of travel agencies who arrange their tours to visit the various places in the study area.

Table 3.9.

Type of Travel Agencies Chosen by the Sample Tourists in the Study Region of Thanjavur, Velankanni, Nagore and Poombuhar.

Travel Agencies		Thanjavur	Velankanni	Nagore	Poombuhar	Total	Percentage to Grand Total
ITDC	Numbers	8	3	1	2	14	3.84
	%	(57 14)	(21.43)	(7.14)	(14 29)	100 00	
TTDC	Numbers	19	11	5	19	54	14.79
	%	(35.19)	(20.37)	(9.26)	(35.19)	100.00	
Private Travel Agency	Numbers	40	23	15	23	101	27.67
	%	(39.60)	(22.77)	(14.85)	(22.77)	100.00	
Own Arrangements	Numbers	33	63	44	56	196	53.70
	%	(16.84)	(32.14)	(22.45)	(28.57)	100.00	
Total	Numbers	100	100	65	100	365	100.00
	%	(27.40)	(27.40)	(17.81)	(27.40)	100.00	

(**Source** : Primary Data)

(Figure in paranthesis shows the percentages to row total)

From the above table it is found that, among the total number of respondents visited to Thanjavur 8% of the tourists visited through the agency of Indian Tourism Development Corporation, 19% of the respondents visited through the agency of Tamil Nadu Tourism Development Corporation, 40% of the travellers visited through the private travel agency and 33% of the visitors travelled by their own

arrangements. It is found, the private travel agencies know the place of Thanjavur than the other areas.

At Velankanni 3% of the tourist looked up through Indian Tourism Development Corporation, 11% of the tourists visited through the Tamil Nadu Tourism Development Corporation, 23% of the tourist came by through the private travel agency arrangements. But 63% of the tourist are not depend any type of travel agencies. They make their own arrangement to visit Velankanni.

At Nagore, 9% of the tourist visited through the travel agencies of Indian Tourism Development Corporation and Tamil Nadu Tourism Development Corporation. 23% of the tourist came by through the private travel agencies. But majority of the tourist visited i.e., 68% of the tourist visited by their own arrangement. They did not depend on any travel agency to visit this place.

At Poombuhar 2% of the tourist visited through Indian Tourism Development Corporation, 19% of the tourist came by through the Tamil Nadu Tourism Development Corporation, 23% of the tourists saw through the private travel agencies and 56% of the tourists looked up by their own arrangement.

From the table the extended results of the travel agencies services show that, 3.84% of the tourists have travelled through the Indian Tourism Development Corporation, 14.79% of the tourist saw through the Tamil Nadu Tourism Development Corporation, 27.67% of the tourist looked up through the private travel agencies and 53.7% of the tourist visited through their own arrangements.

The conviction of the tourist about the services of the travel agencies at the various places in the study area are shown in the table. 3.10.

Table 3.10..

Opinion of the Sample Tourists on Extent of the Services Provided by the Travel Agencies in the Study Regions of Thanjavur, Velankanni, Nagore and Poombuhar

Particulars		ITDC	TTDC	Private Travel Agencies	Total
THANJAVUR REGION					
Satisfied	Numbers	7	12	12	31
	%	(87.50)	(63.16)	(30.00)	(46.27)
Not Satisfied	Numbers	1	7	28	36
	%	(12.50)	(36.84)	(70.00)	(53.73)
Total	Numbers	8	19	40	67
	%	100.00	(100.00)	100.00	100.00
VELANKANNI REGION					
Satisfied	Numbers	3	7	11	21
	%	(100.00)	(63.64)	(47.83)	(56.76)
Not Satisfied	Numbers	0	4	12	16
	%	0.00	(36.36)	(52.17)	(43.24)
Total	Numbers	3	11	23	37
	%	100.00	100.00	100.00	100.00
NAGORE REGION					
Satisfied	Numbers	1	4	9	14
	%	(100.00)	(80.00)	(60.00)	(66.67)
Not Satisfied	Numbers	0	1	6	7
	%	0.00	(20.00)	(40.00)	(33.33)
Total	Numbers	1	5	15	21
	%	100.00	100.00	100.00	100.00
POOMBUHAR REGION					
Satisfied	Numbers	2	14	5	21
	%	(100.00)	(73.68)	(21.74)	(47.73)
Not Satisfied	Numbers	0	5	18	23
	%	0.00	(26.32)	(78.26)	(52.27)
Total	Numbers	2	19	23	44
	%	100.00	100.00	100.00	100.00
ALL REGION					
Satisfied	Numbers	13	37	37	87
	%	(92.86)	(68.52)	(36.63)	(51.48)
Not Satisfied	Numbers	1	17	64	82
	%	(7.14)	(31.48)	(63.37)	(48.52)
Total	Numbers	14	54	101	169
	%	100.00	100.00	100.00	100.00

(**Source:** Primary Data)
(Figures in paranthesis shows the percentages to respective column total)

In Thanjavur region, among the total number of tourist came by through the Indian Tourism Development Corporation, 87% of them are satisfied and among the total number of tourist looked up through the Tamil Nadu Tourism Development Corporation 63.16% of the tourist are satisfied about the services. But more number of tourists visited through the private travel agencies. Among them 53.73% are not satisfied with the services rendered.

At Velankanni, the persons saw through the travel agencies 56.76% of the tourist are satisfied with the services of the travel agencies. At Nagore 66.67% of the tourist are satisfied about the various travel agencies services. But at Poombuhar among the number of persons came by through the various travel agencies 52.27% of them are not satisfied at all.

It is found that more number of tourist, travelled through the private travel agencies, when compared to the public sector travel agencies. However, the tourists are satisfied highly from the services of the public sector travel agencies than the private sector travel agencies. It is found that among the total number of tourists visited to various places through the private travel agencies are 101. But among them 63.37% of the tourist are not satisfied with the services provided by the private travel agencies.

Tourism and organisations:

Numurous organizations at different levels provide immense services to the development of tourism. These may be inter-governmental in nature of bringing together public and private sector voices and interests. International organizations and agencies have played a significant role in promoting international tourism as a means of economic development, particularly in a developing country like India.

Over the years a number of organizations have emerged in tourism. These organizations exist in public sector as well as in private sector and at different levels, i.e., global level World Tourism Organisation (WTO) established in 1975, with the aim of assisting technical co-operation, offering education and training, works in environment and planning, removing the barriers of tourism out of providing facilitation and liberalization, marketing, promotion and publications.

The other international organizations are, The International Air Transport Association (IATA), Universal Federation of Travel Agents Association (UFTAA), International Federation of Tour Operators (IFTO), International Youth Hostel Federation (IYMF), International Hotel Association (IHA) and Pacific Asia Travel Association (PATA). These provide wonderfully a greater services to the growth of international tourism.

In India, the Department of Tourism, which came under the ministry of Civil Aviation and Tourism, functions as the National Tourist Organisations. It has its regional offices at Delhi, Kolkathta, Mumbai and Chennai and information offices at prime destinations of Agra, Jaipur, Aurangabad, Chocin etc.

The India Tourism Development Corporation (ITDC) is another government organization that plays a major role in promotion of travel and infrastructural development. It establishes 21 Tourist offices in the various states in India and 17 tourist offices in the outside India.

Central Government, State Government and Union territories have their own tourism departments and tourism development corporations. In Tamil Nadu, Department of Tourism and Tamil Nadu Tourism Development Corporation play an immense role in development of tourism and take effective measures to enrich the emerging markets, in tourism and hospitality industry. It establishes 11 tourist offices at various places in Tamil Nadu and 4 tourist offices at the outside state.

Besides that, some private organizations also provide services to the tourist and play an important role in the growth of tourism. Among the various organizations, the Indian Association of Tour Operators (IATO), Travel Agents Association in India (TAAI) and The Federation

of Hotel and Restaurant Association of India (FHRAI) are the important one.

Role of the state:

The state is firstly responsible for drawing up the overall developmental plan. Followed by this, it oversees and controls all subsequent phases of the operation through a small but important study team. The state also acquires all the necessary land for the operation to go ahead as planned. The state is also responsible for undertaking major infrastructural works, the road network, the ports, a forestation, water supply and much of the mosquito eradication.

Local authorities:

The territorial authorities provided supplementary finance to the regional works. They also participated directly in the development of the new resorts, installing the necessary services water, electricity, swage, roads, parking areas, telephones – these comprise the reselling the land at a price to cover initial costs.

Role of private sector:

The private sector also involved themselves in the developmental process of constructing hotels, apartments, villas, campaign grounds, shops entertainment and other facilities. Each of the private sector, regarding the promotion of tourism, is to correspond to the norms fixed by the DOT. Then only the DOT gives approval to

the measures, such as establishment of hotels under various categories, tourist transport operators, tour operators and acting as a approved travel agent. The promotional measures are undertaken according to the demand arise in the tourism development.

CHAPTER – IV

PROMOTIONAL MEASURES

The concept of marketing can be varied, but this will be applied to tourism. The most important function of marketing is to bring about an awareness of the product in the minds of consumers in the marketing areas. This is carried out by way of promotion. Promotion of Tourism is one of the elements of the marketing mix and an important tool for marketing. The purpose of promotion is to inform, to persuade, to encourage, more specifically, to influence the potential customers or trade intermediaries (travel agents, tour operators, reservation service, providers, hotel and charter brokers) through communication, to think and to act in certain manners.

Ministry of tourism and promotion:

The ministry of Tourism undertakes promotional activities in the field-both domestic and international to develop tourism infrastructure. These functions involve the dissemination of tourist information. The department of tourism facilitates and regulates the activities of various segments, such as hotels, travel agents, transport operators, wild life outfitters, guides etc. The other important promotional functions are to highlighten and projecting India's image in abroad through publicity media such as advertising in print, TV / Video, production of tourist publicity literature including posters maps, films, audio-visuals, putting

up of cultural presentation, participation in trade fairs and exhibitions etc.

Department of tourism and promotion:

The policies of the Ministry of Tourism are being carried out by the Department of Tourism. The DOT is responsible for the promotion of tourist destination and development of tourism infrastructure facilities. It carried out extensive publicity and promotion campaigns through its tourist offices located in major tourist generating markets, development of various schemes under successive plans. The programmes are formulated and implemented for domestic cultural tourism, promotion of wildlife tourism, sports tourism, social tourism, promotion of fairs and festivals, grants of subsidies for the hotels and tourist operators. It exercises the functions of laying down norms and conditions for the operation of hotels, travel agencies, tour operators and tourist transport operators.

The hotel industry is entitled to various benefits including, income tax concessions and priority consideration of its various requirements like telephone, telex, LPG etc. by the Government authorities at Municipal, State and Union levels. These benefits are offered to the hoteliers which adopt the norms fixed by DOT and received the approval certificate from the DOT. Such approval is granted from the point of view suitability of hotel for foreign tourists and approved hotels

are required to maintain certain minimum level of standard of service and amenities. There are six categories of approved hotels ranging from One Star to Five Star deluxe.

A hotel approved at the project stage is eligible for allocation of foreign exchange for its essential import of equipment and provision completion and becoming functional like other functioning hotels. Such hotels enjoy worldwide publicity through tourist literature published by the DOT and overseas. Approved hotel projects are also eligible to apply for financial assistance to the Industrial Finance Corporation of India and Tourism Finance Corporation of India and to the respective State Finance Corporation for the grant of loan.

One of the important norms which should be adopted by the hoteliers is construction of the rooms. DOT has prescribed certain regulations and standards for categorization of hotels and provision of class facility. They are presented in the table no.4.1.

Table 4.1
Department of Tourism Standards for Categorisation of Hotels

Category of Hotel	Minimum No. of Rooms	Dimensions of Single Room	Dimensions of Double Room	Attached Bath Room	Other Conditions
5-Star-Deluxe	25	180 Sq.ft A/C	200 Sq.ft.	45 Sq.ft	- The qualitative extension of the 5-star category while quantitively, the basic features are as of a 5-star category - The comparitive all-round standards of service and amenities is of a superior quality
5-Star	25	180 Sq.ft. A/C	200 Sq.ft.	45 Sq ft.	- 24 hours service - lift operation, all public and private rooms should be fully air conditions (except in hill stations - should be heating arrangements) - There should be a reception, cash information counter, one or more conference rooms/banquet halls, private dining rooms, bookstall, beauty parlour, barbershops, recognized travel counter, money changing and safe deposit facilities left luggage room, florist and a shop for toilet requisities and medicines, telephone in each room, provision for radio or relayed music in each room, well equipped/maintaine restaurant, elegant bars.
4-Star	25	120 Sq.ft. (50% of A/C)	140 Sq.ft.	36 Sq.ft.	A reception, cash and information counter, book stall, travel counters, money changing and safe deposit facilities, telephone in each room and provision for radio/relayed music in each room, well maintained dining room/bar.
3-Star	20	120 Sq.ft. (A/C & Not A/C)	140 Sq.ft. (A/C & Not A/C)	36 Sq.ft.	- reception and information counter, book stall, travel counter, money changing and safe deposit facilities, a call bell in each room, a telephone in each floor, air conditioned dining room/bar
2-Star	10	100 Sq.ft. (A/C and Not A/C)	120 Sq.ft A/C & Not A/C	30 Sq ft.	- reception counter with a telephone, call bell in each room, air conditioned restaurant / dining room/bar
1-Star	10	100 Sq.ft. (A/C and Not A/C)	120 Sq.ft A/C & Not A/C	30 Sq.ft.	- reception counter with a telephone - a telephone for the use of guests and visitor, clean dining room/restaurant

(Source : Tourism Statistical hand book, Tamil Nadu.)

Cuisine services and promotion:

Besides the accommodation, tourists are vary cautious about food habits what they take while holidaying. However, their eating expectations can be classified thus:

1. They may look around for their familiar food.
2. They might like to try the local dishes at a destination with which they are not familiar.
3. At times they also try dishes of familiarity they have heard from others or dishes mentioned in the menu.
4. Some may require special meals like vegetarian only or as may be the case with some domestic tourists, food without onion and garlic.
5. They may also opt a restaurant of their choice like one day for Chinese food and another for Mughlai, etc.
6. In certain cases they eat out as per the image or reputation of the place and cuisine offered they already know.

The food and catering services also differ from destination to destination. There are fast food restaurants and even restaurants of special interest, which offer special cuisine like the Frontier in Ashoka Hotel or Dasa Prakash in Ambassador Hotel at Delhi. But the tourist select as per their budget. A low budget tourist may not eat at Frontier but have toasted non-vegetarian food at a cheaper restaurant.

In the various tourist places in Tamil Nadu, the visitor have a wide variety of delicious food for the vegetarian and non vegetarian. Though mostly food items in Tamil Nadu consist of grains, lentils, rice and vegetables and spices, which are added to give a distinctive taste.

For break fast or tiffin it includes idly (steamed rice cakes), dosai (a pancake made from a batter of rice and lentils crisp fried on a pan), vada (deep fired doughnuts made from a batter of lentils), pongal (a mish mash of rice and lentils boiled together and seasoned with gee, cashnew nuts, pepper and cumin seed), uppuma (cooked semolina seasoned in oil with mustard, pepper, cumin, seed and dry lentils). There are several varieties of the dishes, which are eaten with coconut chutney, sambar (seasoned lentile broth) and mulaga podi (a powdered mix of several dried lentils eaten with oil).

Lunch or meals consists of cooked rice served with an array of vegetable dishes, sambar, chutneys, rasam (a hot broth made with tamarind juice and pepper) and curd (yoghurt). For a non-vegetarian lunch, curries or dishes cooked with mutton, chicken or fish is included. The meal is incomplete without crisp papads or applams.

Chettinad cuisine is a speciality in the tourist places in Tamil Nadu and will be a delighted one for these who like hot and spicy non-vegetarian food. This type of food has several variations of fish, mutton

and chicken dishes of which the chettinad pepper chicken is a speciality.

The tamil style of mugali food can be savoured in the briyanis and paya. The latter is a kind of spiced trotters both and is eaten with either parathas or apparn. The filter coffee is one of the hot drinks available at all the hotels in Tamil Nadu mostly liked by all people.

The tourist expectation is to be fulfilled regarding the food at the tourist places. It may be the one of the rationale to promote tourism. Now a days, some restaurants offer to its guests an exciting and authentic culinary experience by arranging food festivals of a region or a community for a brief period. This is often done through appropriate décor, music, serving style and of course, authentically flavoured specialities. There are ways in which visitors and local residents can 'plug into' cultures and customs. These are different from their own.

Travel agencies and promotion of tourism:

The role played by the travel agencies in developing and promoting the tourist are crucial one. It is the travel agent packages and processes various tourist attractions and present the same to the tourists. The travel agents - an organiser of travel, a key link in the promotion of tourism as a means of generating international goodwill and friendship. The travel agent makes arrangement for hotel, motels, resort accommodation, meals, car rental, tranfer of passenger and

luggage between terminals and hotels. He also provides some of the advisory services about the insurance, traveller's cheques, use of credit cards, etc. He also gives information about the train connections, hotels and tariff and arrangement of reservation for special interest activities such as sight seeing trucking, pilgrimages, etc. There by the immense role is being played by the travel agencies in promoting tourism. There are two categories of travel agents. The first is an approved agent as per DOT's norm.

The followings are some of the norms prescribed for travel agents, under the category: .

1. The Travel Agency has a minimum paid-up capital of Rs.2.00 lakh duly supported by the latest audited balance sheet.
2. The Travel Agency should be approved by the International Air Transport Association (IATA) or General Sales Agent (GSA) of an IATA member Airlines.
3. The Travel Agency has an office under the charge of a full time member of their staff, who is adequately trained / experienced in matters regarding transport accommodation, currency, customs, regulations and general information about travel and tourism related services.
4. The Travel Agency must be an income tax assesse and must have filled income tax return for the current assessment year.

If these required conditions are fulfilled the department of tourism gives approval for Travel Agency. If the Travel Agency is recognized by the Department of Tourism. It is entitled to such incentives and concessions as may be granted by the government from time to time.

Another category of travel agents is unapproved, local travel agents, who are heterogeneous in nature (in the sense the practice and charges are left to local conditions and needs).

Tour operators and promotion of tourism:

Tour operators play an important role in the promotion of tourism. They make arrangements for transport accommodation, entertainment, sight seeing and other services. To act as a recognized tour operator, it should get the recognized certificate from the department of tourism. The Department of tourism fix certain norms for giving the recognition to a tour operator.

The tourist operator should have a minimum paid up capital of Rs.1 lakh. The Balance sheet of the business must be duty audited. The turnover in terms of foreign exchange or Indian rupees by the firm from tour operation should be a minimum of five lakhs rupees. He must have an office under the charge of a full time member of their staff with adequately trained / experienced in matters regarding transport, accommodation, currency, customs regulation and general information about travel and tourism.

The tour operator should have been in operation for a minimum period of one year before making the application to the department of tourism for recognition and also he must be an income tax assessee. The recognized tour operator with the recognition certificate from the department of tourism is entitled to such incentives and concessions as may be granted by government from time to time.

Tourist transport operator and promotion of tourism:

To provide the available tourist transport certain acceptable standard at tourist places a voluntary scheme open to all bonafide tourist operator is introduced by the DOT.

The tourist operator should have an experience of two years in the field and possess a minimum of three tourist vehicles with proper tourist permits issued by the respective State Transport Authorities or Road Transport Authorities. He should have adequate knowledge of handling tourist transport vehicles for transferring tourists from the Airport, Railway Stations, to their place of visit.

The two years period of operating the tourist transport business are relaxed to one year, if the operator operated with a minimum of five tourist vehicles with proper STA/RTA permits for one year. The tourist vehicles are cars of any kind / AC coaches / mini-coaches / routes provided.

To promote tourism, the condition of being in operation for 2 years period for tourist transport operators approval is also relaxed by the DOT, in case the operators carryout their business in Amiristor (Punjab), Bohgaye (Bihar), Chandigarh, Goa, Hydrabad and Visakapattinam (A.P), Haridhwar (V.P), Khajuraha (M.P), Port Blair (A x N), Tiruchirapalli (T.N) and in Udaipur (Rajastan).

Role of airlines in promoting tourism:

The aviation plays a major role in the promotion of tourism and tourist industries because the majority of the tourists travel everywhere by air on the international as well as domestic sectors.

The Air Corporation Act 1953 lays down the functions of the Air India and Indian Airlines. Accordingly, the objective of Air India includes the promotion of international tourism to India and to improve the nations foreign exchange resources. To achieve this objective, a Tourism Cell was formed in Air India in 1959. It was subsequently upgraded to a division in 1981 with its base at New Delhi. This division works in close liaison with the Government of India's DOT and its Tourist offices overseas to plan the marketing strategies for promoting tourism in India.

Air India undertakes a number of activities to attract individual tourists, special interest groups, conventions and congresses, adventure lovers and sight seers. The entire activities of the Air India in order to promote tourism are classified into two categories, i.e. Main activities and ancillary activities. Some of the main activities under taken by Air India's are:

1. Participation in major international travel trade fairs and meets such as, promotional literature distribution, audio-visuals screening, press briefings field and information gathering relating to contemporary world tourism trends.
2. Sponsoring visits to India of travel agents and writers, thereby increasing awareness of the country's various attractions for the foreign tourists.
3. Arranging Indian cultural events and food festivals and department stores promotion overseas, thus providing foreign countries a taste of India's rich cultural heritage and culinary range.
4. Creating awareness and interest overseas of the range of special interest activities available in India, like fishing, wild life, and golf etc.
5. Involvement with the International congress and conventions Associations (ICCA), to tap the extensive and growing market of contract and meeting.

6. Assisting state governments to promote their tourist facilities overseas specifically adverted salient features of interest to the foreign tourist.

Some of the ancillary activities are:

1. Providing mandatory order passages to the Department of Tourism for inviting travel agents, travel writers and media representations.
2. Organising 'Know India' seminars overseas to update the travel trade about India and the country's tourism product.
3. Producing and screening of audio and visuals, highlighting select aspects of India. These films are sent to various Air-India office overseas for screening which would help their tourism and promotional efforts. The films cover various subjects such as golf, wildlife, trekking, conventions, etc.
4. Publishing news letter to bring about effective communication within Air India offices worldwide. The publication brought up tourism and travel events of interest and concentrates on imparting information which is of interest and use to our overseas offices in promoting inbound traffic into India.
5. Organising orientation seminars for Air-India officers being posted overseas to familiarize them with the latest news and trends regarding the Indian tourism product and its infrastructure.

In addition to that, some of the special schemes such as youth fares, discount fares, stop over schemes to business travellers, etc are introduced by the Air India to promote tourism.

Role of Railways in promoting tourism:

Travel by experience is a fascinating familiarity. It offers the tourist an insight into the large country and its people. It passes through buildings, towns, slumbering villages, green vegetation, and takes one back into glorious past, rich with cultural heritage.

Indian Railways (a government of India enterprise, the biggest railway system in South Asia, with network of rails and connectivity to various destinations) has adopted number of measures in order to promote both foreign and domestic tourism. Some of the promotional measures adopted by them are:

1. "Travel as You Like" – This type of tickets introduced by the railways offer a special concession to overseas tourists. These tickets are valid for 21 days from the commencement of first journey. The special feature of the ticket is that the tourist can travel to any place in the country irrespective of the distance by paying in foreign exchange currency.
2. Concessional Return Tickets – Both for foreign and domestic travellers, the railway, issues during the season concessional return tickets for hill stations, at one and a half single journey

fares. Overseas tourists who may stay in India for a short time and who have not drawn up to for extensive travel can also avail themselves of 10% concession for travels by air-conditioned class.

3. Group Tourism: Tourists coming in higher portion avail of the facility of special trains with restaurant cars, which run, to desired schedules and with the desired class of accommodation.
4. Homes on Wheels: The Railways provides facility of special tourist cars for organized parties of tourists. There are air-conditioned, first class and second-class tourist cars with bathrooms, kitchens, sleeping and sitting accommodation. This is known as 'homes on wheels'. Recently, railways with the co-operation of Rajasthan Tourism Development Corporation has introduced 'palace on wheels'.
5. Preparing of Itineraries: With a view to encouraging well planned and organized tourism by individual or parties, the railways have drawn up itineraries for standard circular tours for which special tickets valid for 3 months are available at $3/4^{th}$ the normal fare in all classes, excepting air-conditioned. Tourists have freedom to frame their own programmes and obtain circular tickets. The middle class traveller can avail air-conditioned two-tier sleeper connecting Delhi with Kolcutta, Mumbai and Chennai. The railways offer sleeper coach accommodation in second class. In

two-tier and three-tier coaches, sleeping accommodation is provided for a small additional charge.

6. Introduction of Important trains for tourist centres: The famous hill resort of Darjeeling in the North-East is reached by a 2 feet guage train between Siliguri and Darjeeling. Another line between Kalka and Simla in the North-West is served by diesel passenger trains and diesel rail cars. The Blue Mountains in the south have also a railway marvel to offer the line between Mettupalayam and Ootacamund. A visit to Taj Mahal at Agra would be by the elegant 'Taj Express' in the morning and offer visiting the Taj and other monuments in the neighbourhood, is really fascinating. A visitor can return to Delhi on the same evening. Similarly the Deccan Queen runs between Mumbai and Poona, the Flying Ranne between Mumbai and Surat, Black Diamond Express, Coalfield Express, Krishna Express are other, fastest trains introduced by the railways to promote tourism.
7. Other Facilities: The railways have arrangements for retiring rooms and air conditional suites in important places with a reasonable charge, sleeping accommodation with toilet facility. There are railways restaurants and restaurants in important trains which serve Indian and Western style meals. In the absence of restaurant cars in train, meals can be ordered through the guard of the trains.

Facilities to travel agencies :

The authorized Travel Agencies are permitted to issue railway tickets to the overseas tourists. Free travel to organisers with parties of tourists is also allowed. Break journey is allowed without the normal limitations on such tickets. Facilities are also given to travel agencies for reservation of accommodation in retiring rooms and conveyance.

Special trains for domestic tourists:

The railways cater to the needs of domestic tourists by introducing holiday special during summer, the pilgrims special, the kisan specials, students and youth specials and the various 'Bharat Dharsan' tours.

To fulfill the requirements of some of the categories of railway users. The railways provides facilities to Buddhist Pilgrims from abroad as well as from different parts of the country for journeys to a number of places of Buddhist interest on the North-Eastern railways, vip-ans mountaineering expedition travelling to and from Nepal, upper class passengers for journeys to various hill stations, upper class business tourists and high officials in private and public sector. The railway offers Air-conditioned tourist cars also.

To facilitate foreign tourism, the railways allow reservation 360 days in advance as against the normal 120 days. A special quota of

berths up to the last minute is provided for foreign tourist in all the zonal headquarters of the Indian Railways.

Incentives as a promotional tool:

The government offers fiscal and financial incentives to the private sector for hotel and restaurant development. Tax exemption in respect of foreign exchange, profits subsidy to loans granted by the Industrial Finance Corporation of India and Tourism Finance Corporation of India and State Financial Institutions. One percent subsidy is permitted in respect of four and five Star category hotels upto a maximum of Rs.75 lakhs, for hotel of one to three star category, the rate of interest subsidy is 3% on the entire amount of loan. These subsidies are permitted for projects approved by the DOT. Besides, interest rebate is also given by TFC, IFCI, IDBI and ICICI.

To promote the foreign tourist arrivals in India, the customs authorities also offer some concessions to tourist. If a tourist comes under the definition of Customs Act*, he is eligible to avail duty free import of the following items.

---

*For purposes of customs a "Tourist" is defined as a person not normally resident in India, who enters India for a period upto six months in the course of any twelve-month period, for legitimate non-immigration purposes, such as touring, recreation, sports, health, pilgrimage or business.

All present clothing and other articles, which a tourist reasonably requires. i.e. personal jewellery, one camera with twelve plates or five rolls of films, one miniature cinematograph camera with two reels of films, one pair of binoculars, one portable musical instrument, one portable wireless receiving set, one portable sound-recording apparatus, one portable typewriter and one perambulator, one tent and other camping equipment sports equipments are legally permitted by the authorities.

The tourist of a foreign origin and visiting India for a stay of more than 24 hours, can import articles upto to a value of Rs.500 for his use or presentations as gifts. If the same tourist of Indian origin, can import articles upto Rs.1,250 free of duty, for giving away as gifts.

The efforts taken by the government to promote tourism in several directions include 'SHIKAR TRIPS' for foreign tourists liquor permits for foreign tourists, promoting legislation to control and check nuisance created by beggars and vagrants in and around tourist centres, devising steps for preventing fraudulent acts of shop keepers and encourage the tourist parties consisting of students, peasants and workers from one place to another place in the country.

The travel agents, and tour operators are given discounts in their travel charges if there is a fall in the foreign tourist arrivals in India. They also provide attractive discount to pool the domestic tourist. The

Manali hotels in Simla, are giving upto 70% discounts amounting to Rs.3,300 for two nights, three days plus meals for a couple, during the year 2001, which is a regular charge of Rs.7,500 for the same package tours.

During the year 2000 the Bogmata Beach Resort in Goa offered three nights and four days for Rs.30,000 per couple. But during the year 2001, due to fall in the foreign tourist arrivals, it attracted the domestic tourist by offering for Rs.11,690 per individual includes air fare.[*1]

Publicity as a promotional tool:

The total marketing effort for tourism is fulfilled only when there is a well planned publicity programme. Publicity refers to the dissemination of information without charge for its news value in order to inform the prospect about a particular product or service. It consists of photographs to newspapers, travel editors, contact with magazines on stories, ideas on a particular destination. The travel trade magazines on items of interest to the travel industry, such as opening up of a new area, total expansion, increased transportation facilities, development of a new resort are measures which are adapted together with other publicity through the media of ration, television, lectures, seminars, travel films, etc.

*1. India Today December 17 – 2001.

The publicity's primary use is for the purpose of producing a greater national revenue from the ever-growing international travel market publicity in all its forms. However, it is also concerned with the creation and maintenance of national image, in depicting the attractions of an area.

The extension and importance assumed by tourism in a particular country or region, the decisive factors are neither the beautiful landscape as a national assumption, nor the past and contemporary culture of a country, nor the natural medical cures in a region nor the transport and tourist plant in its costs and efficiency relationship, nor the appreciation of the authorities of tourism that are published. But importance in the view of market terms, supply of the tourist sector is constantly expanding and its publicity efforts are always increasing with that of getting more intensive and the media it utilizes ever more diversified and manifestations.

The following table 4.2 shows that responses of the tourist over the various media that helped in knowing the various tourist places in Tamil Nadu with respect to the social variables of age, nationality and state of the tourists.

Table 4.2

Responses of the Sample Respondants over Various Media that Helped them in Knowing the Various Places in Tamil Nadu visited by them with respect to Various Social Variables.

Social Variable	Groups	TA	FF	FR	BJ	AV	TF	OPE	ITO	Others	All	CHI- Square	
												DF	Value
AGE (in Years)	<=20	5 (22.7)	3 (11.1)	35 (19.4)	2 (4.7)	0 (0.0)	0 (0.0)	7 (9.3)	2 (100.0)	1 (16.7)	55 (15.1)	16	31.3259
	21-40	13 (59.1)	18 (66.7)	115 (63.9)	30 (69.8)	5 (83.3)	3 (75.0)	43 (57.3)	0 (0.0)	5 (83.3)	232 (63.6)		
	>40	4 (18.2)	6 (22.2)	30 (16.7)	11 (25.6)	1 (16.7)	1 (25.0)	25 (33.3)	0 (0.0)	0 (0.0)	78 (21.4)		
	Total	22 (100.0)	27 (100.0)	180 (100.0)	43 (100.0)	6 (100.0)	4 (100.0)	75 (100.0)	2 (100.0)	6 (100.0)	365 (100.0)		
NATIO NALITY	Indian	21 (95.5)	26 (96.3)	179 (99.4)	43 (100.0)	6 (100.0)	4 (100.0)	74 (98.7)	2 (100.0)	6 (100.0)	361 (98.9)	8	5.3092
	Foreigner	1 (4.5)	1 (3.7)	1 (0.6)	0 (0.0)	0 (0.0)	0 (0.0)	1 (1.3)	0 (0.0)	0 (0.0)	4 (1.1)		
	Total	22 (100.0)	27 (100.0)	180 (100.0)	43 (100.0)	6 (100.0)	4 (100.0)	75 (100.0)	2 (100.0)	6 (100.0)	365 (100.0)		
STATE	Tamil Nadu	17 (81.0)	24 (92.3)	162 (90.5)	40 (93.0)	6 (100.0)	1 (25.0)	72 (97.3)	2 (100.0)	4 (66.7)	328 (90.9)	8	32.4319
	Other State	4 (19.0)	2 (7.7)	17 (9.5)	3 (7.0)	0 (0.0)	3 (75.0)	2 (2.7)	0 (0.0)	2 (33.3)	33 (9.1)		
	Total	21 (100.0)	26 (81.5)	179 (100.0)	43 (100.0)	6 (100.0)	4 (100.0)	74 (100.0)	2 (100.0)	6 (100.0)	261 (100.0)		

(**Source :** Primary Data)

TA : Travel Agencies / Tour Agencies **FF:** Fair / Festivals **FR:** Friends / Relatives **BJ:** Books / Journals

AV: Advertisements / Videos **TF:** Televisions / Films **OPE:** Own Previous Experiences **ITO:** Indian Tourist Offices

From the above table it is derived that 49.31% of the tourist see the tourist places through their friends and relatives. Next to this level 20.54% of the tourist visited to this tourist places out of the personal experiences previously gained.

Among the total respondents, nearly 70% of the tourists are knowing the various tourist places by the information given either by the friends and relatives or out of their own previous experiences. Only 30% of the total respondents recognize the tourist places through the various publicity medias like fairs/festival, Books/journals, advertised/videos, television/films and so on.

The social variables of foreign tourists 25% of the tourist discriminate the tourist places through the travel agencies, 25% of the tourist discern the placed through the fairs/festivals, 25% of the tourist see the tourist places through the friends and relatives as the remaining 25% of the tourist known this places through their own previous experience. It is found that 25% of the foreign tourist are visiting frequently to the tourist places of Tamil Nadu.

From the social variables of tourist from other state, majority of the tourist from other state, majority of the tourist (51.51%) go through the tourist places through their friends and relatives. 18.18% of the tourist from other state undergo the tourist places in Tamil Nadu through the publicity of Books / Journals and Television / Films.

12.12% of the tourist recognize this places through the information given by the Travel Agents. 18.18% of the tourist know the tourist places through the publicity media of Fairs/Festival, own previous experience and other modes.

Financial assistance and promotion:

The Central and the State Governments are involved in tourism financing because they are interested in promoting tourism for two reasons – economic development of their own people and for earning foreign exchange from visitors. Government financing comes in the following ways.

To make a destination or an area to grow into an important tourist centre, it is essential to build infrastructure in the form of roads, rails, power houses etc and these are provided by the government from their national budget.

Apart from direct expenditure on tourism in the funding of highways, railways, airlines, power projects and tourism administrations, governments indirectly help financing to tourism projects i.e. loans are offered with interest subsidy to entrepreneurs wishing to start a tourism project like hotel / resort in an area which the government wishes to develop, providing grants to the person encouraged to construct buildings to hotels and other related projects of tourism, along with taxation relief etc.

Tourism finance in India:

There is no system of financing of hotels or other tourism projects, till the year 1970. The Government of India has decided that to provide loans to hotel for different criteria. The Tourism Finance Corporation of India, was incorporated as a public limited company on January 17, 1989. The authorized share capital of the TPCI is rupees one hundred crore out of which the initial paid up share capital is rupees 50 crores, subscribed by IFCI, IDBI, ICICI, UTI, LIC, SBI and a few banks TFCI also issues bonds and raises loans / deposits for mobilizing resources.

It provides financial assistance for setting up and / or developing tourism related activities, facilities and services. These include (a) hotels, (b) restaurants (c) holiday resorts (d) amusement parks (e) complexes for entertainment, education and sport (f) safari parks (g) ropeways (h) cultural events (i) convention halls (j) transport travel and tour operating agencies (k) air taxi services (l) tourist emporia and (m) sports facilities.

The TFCI also coordinates and formulates guidelines and policies relating to financing of such projects. In order to provide finance, the future requirements of funds and to widen the shareholder's base, TFCI entered the capital market in 1994 with a public issue of

Rs.1,70,00,000 equity shares Rs.10 each for cash at a premium of Rs.20 per share.

The TFCI renders financial assistance to entrepreneurs for new projects and expansion, diversification and renovation of existing, projects. Its service include (i) loans (ii) underwriting of public issues of shares / debentures and direct subscription of such securities (iii) guarantees for deferred payment and credit raised in India and / or abroad (iv) equipment finance (v) equipment leasing (vi) assistance under supplier credit (vii) Merchant banking and advisory services.

CHAPTER – V

EVALUATION OF TOURIST EXPECTATIONS

The most rewarding travel experiences are those that involve all our senses. And so, the traveler, in search of new and memorable journeys, is likely to see places, which can offer him or her historic and scenic beauty. Along with this experiencing features the excitement and pleasure of

- Sampling new cuisines
- Buying the things made by the local artisans sold in private & public sectors shops.
- Participating in local customs and cultural events.
- Experiencing the fun of local celebrations and
- The tourist places and civic body facilities are obtained.

The satisfaction in the above pleasurable excitement is one of the essential considerations for the further growth of tourism. In this chapter, facilities like catering, shopping in the public and private sector, attitude of the traders, environment of tourist place and the civic body facilities, which are all expected by the tourist are evaluated with multiple regression analysis.

The general purpose of multiple regression is to find out the relationship between several predictor variables (Independent variables) and a criterian variables (dependent variables). In this study the tool multiple regression analysis is used to find out the relationship of predictor variables such as sex, age group, marital status, nationality, nativity, religion, educational qualification, employment and monthly income of the tourist over each dependent variables. They are (such as catering facilities, shopping facilities provided by the private sector, handicrafts (Hand looms) provided by the public sector, attitude of the traders, public attitude, opinion about the stewardess, and about the environment, culture and civic body services like water, sanitation, electricity, maintenance of road are examined.

Any predictor variable having significant co-efficient (i.e. beta value with significance) will be considered as the best predictor of criterian variable.

The regression analysis which gives R^2 value (also called multiple correlation) is considered the percentage of total variability which all the predictor variables having over the criterian variables (i.e., dependent variables).

In other words the R^2 value would be considered as a coefficient of determination of all predictor variables on criterian

variables (i.e. dependent variables). On the basis of regression analysis, the 'F' value is obtained.

Table 5.1

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Satisfaction with Catering Facilities at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	0.6381	0.9375	0.68	0.0356
Sex	0.1218	0.1768	0.69	0.0361
Age Group	0.0327	0.1239	0.26	0.0136
Marital Status	-0.0702	0.1455	-0.48	0.0251
Nationality	1.3353 *	0.6248	2.14	0.1113
Tamil Nadu / Other State	0.1231	0.2086	0.59	0.0309
Religion	0.0830	0.0942	0.88	0.0460
Educational Qualification	0.0981	0.0624	1.57	0.0819
Employment	0.0467	0.0713	0.65	0.0340
Monthly Income Level	0.1615 *	0.0827	1.96	0.1015
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0449			
Adjusted R^2	0.0207			
F Value	1.8550 *			

(**Source :** Primary Data)

* Significant at 5% level

The table 5.1 depicts clearly the consequences of linear multiple regression analysis for catering facilities with social status of the respondents in the study area.

The results tendered in the table indicates that the independent variables sex, age, state, religion, educational qualification and employment were having insignificant positive regression coefficient of 0.1218, 0.0327, 0.1231, 0.0830, 0.0981 and 0.0467 with t-values of 0.69, 0.26, 0.59, 0.88, 1.57 and 0.65 respectively; and marital status possessed insignificant negative regression coefficient of –0.0702 with t-value of –0.48. The remaining two social variables, nationality and monthly income were both having significant positive relationship with coefficient 1.3353 (t-value = 2.14 – significant at 5% level) and 0.1615 (t-value = 1.96 – significant at 5% level) respectively. The significant positive relationship of nationality and monthly income indicates that those two variables were better predictor of satisfaction level of Catering Facilities.

The R^2 (Coefficient of Determination) value was 0.0449 and it was (F-value = 1.8550 with degrees of freedom 355) at 5 per cent level. The significant coefficient of determination stated that all social variables were having significant degree of variability in the satisfaction level to the extent of 4.49 per cent.

It is sweeping from the above results, it could be concluded that (a) Nationality and Monthly Income were better predictor of satisfaction level and (b) all social variables together were having significant relationship with satisfaction level of catering facilities in the study area.

Table 5.2

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Satisfaction with Shopping Facilities provided by the Private Sector at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	4.1964 *	0.8537	4.92	0.2494
Sex	-0.1258	0.1610	-0.78	0.0408
Age Group	0.0742	0.1129	0.66	0.0345
Marital Status	0.0543	0.1325	0.41	0.0215
Nationality	-1.1010 *	0.5690	-1.96	0.1005
Tamil Nadu / Other State	-0.1966	0.1900	-1.03	0.0538
Religion	0.0485	0.0858	0.57	0.0298
Educational Qualification	0.1160 *	0.0568	2.04	0.1062
Employment	-0.0058	0.0649	-0.09	0.0047
Monthly Income Level	-0.0689	0.0753	-0.91	0.0476
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0310			
Adjusted R^2	0.0064			
F Value	1.2620			

(**Source :** Primary Data)

* Significant at 5% level

Table 5.2 is presented with the results of multiple regression analysis between level of satisfaction over 'shopping facilities' provided by the private sector (dependent variable) available in the study areas and social status of the respondents such as sex, age, marital status, nationality, state, religion, educational qualification, employment and monthly income (independent variables). From the table, it can be observed that regression coefficient of nationality had significant negative relationship (beta = -1.1010; t-value = -1.96 – significant at 5% level) and educational qualification had significant positive relationship (beta = 0.1160; t-value = 2.04 – significant at 5% level) with satisfaction level over private sector shipping facilities. Whereas the social variables such as sex, state, employment and monthly income were having insignificant negative relationship with regression coefficient of –0.1258 (t-value = -0.78), -0.1966 (t-value = -1.03), -0.0058 (t-value = -0.09) and –0.0689 (t-value = -0.91), and age, marital status and religion were having insignificant positive relationship with regression coefficient of 0.0742 (t-value = 0.66), 0.0543 (t-value = 0.41) and 0.0485 (t-value = 0.57) respectively.

The significant relationship of nationality and educational qualification revealed that a 1 per cent shift in the nationality level, that is, from Indian to foreigner, there would be 1.10 per cent decrease in the satisfaction level and 1 per cent change in the educational qualification (that is from low level to higher level) there would be 0.11

per cent increase in the satisfaction level over private sector shopping facilities available in the study areas.

The R^2 value of 0.0310 with insignificant F-value of 1.2620 indicated that all independent variables (Social variables) together were not revealing any significant variation in the satisfaction level in respect of private sector shopping facilities in the study areas. Finally, from the above results, it can be concluded that (a) various social status of the respondents, considered in the study, were not together determining the satisfaction level of private sector shopping facilities; and (b) nationality and educational qualification were placed in unique contribution to the prediction of satisfaction level.

Table 5.3

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Satisfaction with Shopping Facilities provided by the Public Sector (Handicrafts) at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	3.3940 *	0.9580	3.54	0.1822
Sex	-0.0939	0.1806	-0.52	0.0272
Age Group	-0.1264	0.1267	-1.00	0.0523
Marital Status	0.1658	0.1487	1.12	0.0585
Nationality	0.2619	0.6386	0.41	0.0215
Tamil Nadu / Other State	0.0992	0.2132	0.47	0.0246
Religion	-0.1538	0.0963	-1.60	0.0835
Educational Qualification	0.0261	0.0638	0.41	0.0215
Employment	-0.0487	0.0729	-0.67	0.0350
Monthly Income Level	-0.0522	0.0846	-0.62	0.0324
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0141			
Adjusted R^2	-0.0109			
F Value	0.5623			

(**Source :** Primary Data)

* Significant at 5% level

The results of multiple regression equation with dependent variable 'satisfaction level over shopping facilities provided by the public sector (handicrafts)' and independent variables 'various social status of respondents' in the study areas are presented in the Table 5.3.

From the results of the model cited in the Table 5.3, it is observed that the regression coefficients of all independent variables were insignificant where sex, age, religion, employment and monthly income were having negative sign and marital status, nationality, state and education qualification were having positive sign. The regression coefficient of 3.3940 with significant t-value of 3.54 at 1 per cent level for 'Constant' (also termed as 'Intercept") was the only significant coefficient from the results of the equation. This significant intercept term revealed that the satisfaction level over 'shopping facilities provided by the public sector' were determined by some other unexplained factors prevailing in the study areas rather than the social status of the respondents.

The insignificant coefficient of determination of 1.41 per cent (R^2 value = 0.0141 and F-Value = 0.5623) also supported the above results that various social status of respondents in the study areas were not the predictors of satisfaction level over 'shopping facilities provided by the public sector (handicrafts)'. In other words, it can be hypothetically said that there was no relationship between 'satisfaction level over shopping

facilities provided by the public sector (handicrafts)' and 'social status' of the tourists in the study areas.

Table 5.4

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Satisfaction with Shopping Facilities provided by the Public Sector (Handlooms) at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	3.2964 *	0.9074	3.63	0.1867
Sex	0.2383	0.1711	1.39	0.0726
Age Group	0.0024	0.1200	0.02	0.0010
Marital Status	-0.0452	0.1408	-0.32	0.0167
Nationality	0.2572	0.6048	0.43	0.0225
Tamil Nadu / Other State	-0.1815	0.2020	-0.90	0.0471
Religion	-0.0074	0.0912	-0.08	0.0042
Educational Qualification	0.0903	0.0604	1.50	0.0783
Employment	-0.0527	0.0690	-0.76	0.0397
Monthly Income Level	-0.1530	0.0801	-1.91	0.0995
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0216			
Adjusted R^2	-0.0032			
F Value	0.8716			

(**Source :** Primary Data)

* Significant at 5% level

Table 5.4. shows the regression coefficients of social variables (Independent variables) on 'satisfaction level over shopping facilities provided by the public sector (handlooms)' (dependent variable) obtained from least square multiple regression analysis.

Results of the analysis extended in the Table 5.4 leads to the same prediction as in the case of previous chart one (Table 5.3). From Table 5.4, it can be seen that the all regression coefficients except that of Intercept term was insignificant and the only sign of the coefficients are slightly differing. Among the independent variables, sex, age, nationality and educational qualification were resulted in positive coefficient and marital status, state, religion, employment and monthly income were resulted in negative sign.

The significant intercept term with regression coefficient of 3.2964 and t-value of 3.63 at 1 per cent level revealed that the satisfaction level over 'shopping facilities provided by the public sector (handlooms)' were determined by some other unexplained factors prevailing in the study areas than the social status of the respondents.

The coefficient of determination of 2.16 per cent (R^2 value = 0.0216 and F-Value = 0.8716) was also insignificant. This insignificant degree of variability supported the unique insignificant relationship of each independent variable and made one to conclude that various social status of the respondents in the study areas were not the

predictors of satisfaction level over 'shopping facilities provided by the public sector (handlooms)'. In other words, it can be hypothetically said that there was no relationship between 'Satisfaction level over shopping facilities provided by the public sector (handlooms)' and 'social status' of the tourists in the study areas.

Table 5.5

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Satisfaction with Attitude of the Traders at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	3.1899 *	0.7979	4.00	0.2049
Sex	-0.0127	0.1505	-0.08	0.0042
Age Group	-0.1154	0.1055	-1.09	0.0570
Marital Status	0.1658	0.1238	1.34	0.0700
Nationality	-0.0105	0.5318	-0.02	0.0010
Tamil Nadu / Other State	-0.3034	0.1776	-1.71	0.0891
Religion	0.0083	0.0802	0.10	0.0052
Educational Qualification	0.1232 *	0.0531	2.32	0.1205
Employment	0.0706	0.0607	1.16	0.0606
Monthly Income Level	0.0400	0.0704	0.57	0.0298
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0405			
Adjusted R^2	0.0162			
F Value	1.6660			

(**Source :** Primary Data)

* Significant at 5% level

Table 5.5 adduces the results of least square multiple regression equation with 'level of satisfaction with attitude of the traders' as dependent variable and 'various social status of tourists' as independent variables in the study areas.

From the table, one can perceive that the coefficients –0.0127 (t-value = -0.08), -0.1154 (t-value = -1.09), -0.0105 (t-value = -0.022) and –0.3034 (t-value = -1.71) for sex, age, nationality and state respectively were insignificant with negative sign; and the coefficient 0.1658 (t-value = 1.34), 0.0083 (t-value = 0.10), 0.0706 (t-value = 1.16) and 0.0400 (t-value = 0.57) for marital status, religion, employment and monthly income respectively were insignificant positive sign. The only predictor variable (independent variable) having positive significant relationship with category variable (dependent variable) was educational qualification with regression coefficient of 0.1232 and significant t-value of 2.32 at 5 per cent level. The coefficient of intercept term was 3.1899 and its t-value of 4.00 was significant at 1 per cent level and R^2 value was 0.0405 with insignificant F-value of 1.6660.

The above results implied that among social status variables only educational qualification was the better predictor and all others were not playing significant role in the prediction of category variable 'level of satisfaction with attitude of the traders'. The significant intercept term reveals that 'level of satisfaction with attitude of the traders' are

determined by some other unexplained factors prevailing in the study areas than the social status of the respondents.

From the above overall analysis it can be said that there was no relationship between social status of tourists and 'level of satisfaction with attitude of the traders' in the study areas.

Table 5.6

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Satisfaction with Public Attitude at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	2.8409 *	0.7213	3.94	0.2020
Sex	-0.0187	0.1360	-0.14	0.0073
Age Group	0.0086	0.0954	0.09	0.0047
Marital Status	0.0091	0.1119	0.08	0.0042
Nationality	0.5394	0.4808	1.12	0.0585
Tamil Nadu / Other State	0.0324	0.1605	0.20	0.0105
Religion	-0.0892	0.0725	-1.23	0.0642
Educational Qualification	0.0638	0.0480	1.33	0.0694
Employment	-0.0404	0.0549	-0.74	0.0387
Monthly Income Level	0.0268	0.0637	0.422	0.0220
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0174			
Adjusted R^2	-0.0075			
F Value	0.7005			

(**Source :** Primary Data)

* Significant at 5% level

Table 5.6 shows the results of multiple regression analysis between category variable (dependent variable) 'level of satisfaction with public attitude' and predictor variables (independent variables) relating to social status of the sample tourists in the various study areas of tourists importance.

On observing the results, tendered in the table, reveals that the negative coefficients of –0.0187, -0.0892, -0.0404 with t-values of –0.14, -1.23, -0.74 for sex, religion, employment respectively and positive coefficient of 0.0086, 0.0091, 0.5394, 0.0324, 0.0638, 0.0268 with t-values of 0.09, 0.08, 1.12, 0.20, 1.33, 0.42 for age, marital status, nationality, state, educational qualification, monthly income respectively were all insignificant. The only significant term in the model was intercept whose coefficient was 2.8409 with t-value of 3.94, significant at 1 per cent level. The coefficient of multiple determination (R^2 value) 0.0174 was insignificant (F-value = 0.7005).

The interpretation of regression coefficients of the predictor variables strongly indicates that 'level of satisfaction with public attitude' of tourists were well determined by some unexplained factors unique to the tourist places under study and not by the social factors of sample tourists. Thus similar outcome was also evidenced by the insignificant R^2 value in the analysis.

Hence, from widespread results, it can be hypothesized that there was no relationship between factors relating to social status and level of satisfaction with public attitude of sample tourists in the various study areas of tourist importance.

Table 5.7

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Opinion about the Stewardess of Tourist Places and Temples, etc., of Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	3.0881 *	0.7588	4.07	0.2084
Sex	-0.0061	0.1431	-0.04	0.0021
Age Group	-0.0954	0.1003	-0.95	0.0497
Marital Status	0.0052	0.1178	0.04	0.0021
Nationality	0.3854	0.5058	0.76	0.0397
Tamil Nadu / Other State	0.2723	0.1689	1.61	0.0840
Religion	-0.1538 *	0.0763	-2.02	0.1051
Educational Qualification	0.0060	0.0505	0.12	0.0063
Employment	-0.0309	0.0577	-0.53	0.0277
Monthly Income Level	0.0028	0.0670	0.04	0.0021
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0235			
Adjusted R^2	-0.0013			
F Value	0.9488			

(**Source :** Primary Data)

* Significant at 5% level

Results of the analysis measuring the independent and expansive contribution of social variables to the prediction of 'level of opinion about the stewardess' of sample tourists in the various study areas of tourist importance using linear multiple regression model is depicted in Table 5.7.

From the table, it can be observed that among nine social variables used in the equation one variable alone i.e., religion, was having significant relationship but negatively with dependent variable 'level of opinion about the stewardess'. Its regression coefficient was –0.1538 with t-value of –2.02, significant at 5 per cent level. The remaining independent variables sex, age and employment with negative sign and marital status, nationality, state, educational qualification and monthly income with positive sign were all insignificant. Apart from the variable ('Religion') the only other significant coefficient in the equation was that of 'Intercept' term. Its coefficient was 3.0881 with t-value of 4.07, significant at 1 per cent level. The R^2 value was 0.0235 and F-value of 0.9488 was insignificant.

Therefore from the above results, it is clear that among social status variables, only religion was the better predictor and all others did not play significant role in the prediction of category variable 'level of opinion about the stewardess'. The significant intercept term reveals that 'level of opinion about the stewardess' was determined by some

other unexplained factors unique to the study areas than the social status of the sample tourists. The insignificant R^2 value implied that independent variables were not explaining significant variability in the dependent variable 'level of opinion about the stewardess'.

Finally, from the outcomes, it can be concluded that there was no relationship between various factors pertaining to social status and 'level of opinion about the stewardess' of sample tourists in the various study areas of tourist importance.

Table 5.8

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Opinion about the Environment of Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	1.5420	0.9927	1.55	
Sex	0.0258	0.1872	0.14	0.0809
Age Group	0.0976	0.1312	0.74	0.0073
Marital Status	0.2084	0.1541	1.35	0.0387
Nationality	0.7460	0.6617	1.13	0.0705
Tamil Nadu / Other State	0.1418	0.2209	0.64	0.0590
Religion	-0.0449	0.0998	-0.45	0.0335
Educational Qualification	0.1329 *	0.0661	2.01	0.0235
Employment	0.0133	0.0755	0.18	0.1046
Monthly Income Level	0.0648	0.0876	0.74	0.0094
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0332			
Adjusted R^2	0.0087			
F Value	1.3560			

(**Source** : Primary Data)

* Significant at 5% level

Table 5.8 contains the sequences obtained from the analysis of multiple regression of dependent variable ('level of opinion about the environment') with independent variables (pertaining to social status of the sample tourists in the various study area of tourists' importance.

In the table, the regression coefficients 0.0258, 0.0976, 0.2084, 0.7460, 0.1418, -0.0449, 0.0133 and 0.0648 with t-values 0.14, 0.74, 1.35, 0.64, -0.45, 0.18 and 0.74 for sex, age, marital status, nationality, state, religion, employment and monthly income respectively were insignificant and coefficient of educational qualification 0.1329 with t-value of 2.04 was positive and significant at 5 per cent level. That is, those independent variables, except educational qualification, did not show any remarkable influence on 'level of opinion about the environment'. But regarding the educational qualification concerned, for every one unit upward shift in the level of education there would be 0.13 unit increase in the 'level of opinion about the environment'.

The value of R^2, that is, coefficient of determination was 0.0332 and F-value was 1.3560 were insignificant. Inference from R^2 value can be made that there was no total variation in the 'level of opinion about the environment' due to the independent variables. This inference supports the earlier conclusion (i.e., educational qualification) drawn from regression coefficients of social variables.

Finally, from the global results, it can be hypothesized that there was no relationship between 'level of opinion about the environment' and factors pertaining to social status of the sample tourists in the various study area of tourists' importance.

Table 5.9

Results of Least Square Multiple Regression Equation explaining the impact of General Variables over Level of Opinion about the Culture of Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	2.6892 *	0.8326	3.23	0.1667
Sex	-0.0234	0.1570	-0.15	0.0079
Age Group	-0.0752	0.1101	-0.68	0.0356
Marital Status	0.1141	0.1292	0.88	0.0460
Nationality	0.6849	0.5549	1.23	0.0642
Tamil Nadu / Other State	-0.0424	0.1853	-0.23	0.0120
Religion	0.0046	0.0837	0.06	0.0031
Educational Qualification	0.0476	0.0554	0.86	0.0450
Employment	-0.0035	0.0633	-0.06	0.0031
Monthly Income Level	0.0299	0.0735	0.41	0.0215
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0124			
Adjusted R^2	-0.0126			
F Value	0.4955			

(**Source :** Primary Data).

* Significant at 5% level

Results of the linear multiple regression equation with 'level of opinion about the culture' as dependent variable and various social factors as independent variables are depicted in Table 5.9.

It can be seen from Table 5.9. that the coefficient of social variables, sex, age, marital status, nationality, state, religion, educational qualification, employment and monthly income which were –0.0234 (t-value = -0.15), -0.0752 (t-value = -0.68), 0.1141 (t-value = 0.88), 0.6849 (t-value = 1.23), -0.0424 (t-value = -0.23), 0.0046 (t-value = 0.06), 0.0476 (t-value = 0.86), -0.0035 (t-value = -0.06), and 0.0299 (t-value = 0.41) respectively, were all insignificant. The only point to be noted from the coefficients was their sign. The only significant coefficient was that of intercept. The coefficient of intercept was 2.6892 and t-value was 3.23, significant at 1 per cent level. The coefficient of multiple determination (R^2 value) 0.0174 was insignificant (F-value = 0.7005).

From the outcomes, it can be interpreted that among the independent variables, no one was the predictor of the "level of opinion about the culture". Also, it was understood that the independent variables were not remarkably explaining any of the original variability in the dependent variable. The significant coefficient of Intercept term indicated that the variation in the dependent variable might be explained by the factors specific to the study areas.

Finally, it can be concluded that there was no relationship between social factors and "level of opinion about the culture" of tourists in the study areas of tourists' importance.

Table 5.10

Results of Least Square Multiple Regression Equation explaining the Impact of General Variables over Level of Opinion about the Civic Body Services like, Drinking Water, Sanitation, Electricity, Maintenance of Road etc., at Various Tourist Places in Tamil Nadu

Independent Variable	Regression Coefficient	Standard Error	t – Ratio	Partial r^2
Constant	2.5641 *	0.8960	2.86	0.1480
Sex	0.2085	0.1690	1.23	0.0642
Age Group	-0.1058	0.1185	-0.89	0.0465
Marital Status	-0.0166	0.1391	-0.12	0.0063
Nationality	0.2100	0.5972	0.35	0.0183
Tamil Nadu / Other State	0.0729	0.1994	0.37	0.0194
Religion	0.0017	0.0900	0.02	0.0010
Educational Qualification	-0.0091	0.0596	-0.15	0.0079
Employment	-0.0023	0.0681	-0.03	0.0016
Monthly Income Level	0.0164	0.0791	0.21	0.0110
Sample Size (N)	365			
Degrees of Freedom (Df)	355			
R^2	0.0118			
Adjusted R^2	-0.0132			
F Value	0.4714			

(**Source** : Primary Data)

* Significant at 5% level

Relationship of social variables with 'level of opinion about the civic body services' like drinking water, sanitation, electricity, maintenance of road, etc., was analysed using linear multiple regression method were analysed and results are presented in Table 5.10.

From the observation of Table 5.10, it can be found out that the coefficients 0.2085, -0.1058, -0.0166, 0.2100, 0.0729, 0.0017, -0.0091, -0.0023 and –0.0164 with t-values 1.23, -0.89, -0.12, 0.35, 0.37, 0.02, -0.15, -0.03 and 0.21 respectively for sex, age, marital status, nationality, state, religion, educational qualification, employment and monthly income which were not significant as in the previous Table 5.9.

The beta coefficient of constant (intercept) term was 2.5641 and t-value was 2.86, significant at 1 per cent level. The R^2 value, explaining the degree of variation the in the dependent variable, was 0.0118 and it was insignificant (F-value = 0.4714).

From the results, the implications that there was no significant unique contribution of the independent variables to "level of opinion about the civic body services". The significant coefficient of Intercept term indicated that there would be some other factors, specific to the study areas than the factors pertaining to social status of the sample tourists, explaining the variation in "level of opinion about the civic body services".

As a whole, it can be concluded that there was no relationship between social factors and "level of opinion about the civic body services" of tourists in the study areas of tourists' importance.

From the over all regression results, the satisfaction level of tourists on various facilities available explains that there was no relationship between the social status of the respondent with that of the satisfaction level. The significant co-efficient of one or two variables in some regression equations might be due to the sampling error. Hence, the hypothesis of the unexplained factors such as tourist psychology, mood, environmental factors, travel programmes etc which is specific to the study area were determined by the satisfaction of tourists on various facilities available.

Hence the null hypothesis various social variables of tourist viz., sex, age group, marital status, nationality, nativity, religion, educational qualification, employment and monthly income which determining the satisfaction level over the facilities available at the tourist places are rejected and other social variables were determining the satisfaction level.

CHAPTER - VI

DEVELOPMENTAL ISSUES

The growth and development of tourism has been associated with several idealistic notions concerning to its contribution to society. There are various problems that have been confronting the Indian tourism industry in general and the study area in particular for several years have been analysed.

Preservation of heritage:

India's tourism over the past years show that the important motivation for 70 percent of visitors to India has been to visit a country of great past, with an ancient civilization. Against the dominating back drop of fancy western style hotels, India's real treasures from the past are succumbing to a nefarious battle. Natural causes such as sea erosion, changes in climatic condition put irreparable damage to tourist places like Velankanni, Nagore and Poombuhar besides being large scale commercialisation of the tourist places.

Procedural hurdles:

There is a wide spread critism of the tourism policy customs and immigration procedure that hinders the inflow of foreign tourists. For a traveller, entry into a foreign destination is an occasion fraught with

anxiety. There are forms to fill out and lines to stand causing the passengers nervous and monotonous.

Lack of courtesy:

Many foreigners feel that the immigration and airport employees take the time to acknowledge to traveller and ultimately acknowledge their annoyance or they reject the notion that the work in service industry, where their primary job is to serve. In this helpless situation the foreigner searches for helpful sign board explaining the layout of the land; where to change money, how to get taxi, or airport or bus, where to find the airport tourist department counter etc. The procedural difficulties and long delays in obtaining visas from Indian Missions abroad have caused the anxious tourists a drudgery.

Conversion of currency:

Another problem faced by the foreign tourist is conversion of currency. The government has provided the facility of conversion at some important tourists spot. The hoteliers are not much favourable to get Indian currency from the foreigners. Because the government does not clear whether the hotels will be entitled to tax benefits or not when they get Indian currency from foreigners.

Unfriendly internal transport:

Many tourists are not generally satisfied with the behaviour of taxi drivers. In India most of the tourist bus drivers / conductors / taxi operators are over charging on their routes.

A foreign tourist is better be informed regarding the various precautions in connection with belongings, food and facilities whom to contact in any kind of emergency and difficulty, available for him, even before he embarks on the journey. Such information should also be made available to him when he reaches the airport, harbour, railway station etc. Proper sign posts indicating the way to the nearest tourist office should also be placed on all the main roads. Tourist publicity literature should be well defined and specific day to day events with regard to sports, amusements, festivals and frolic, etc., must be made available to foreign tourists of their places of stay. It is not that if all foreign travelers who visit India have come to see ancient sculpture and forts, but some definitely want to know the opportunities in hunting, in fishing, sports and indigenous entertainment available by day and night to them.

Quality of hotel service:

It is given to understand that in the study area, the quality of hotel service is not upto the expectation of the tourist - both foreign and domestic. Even though the DOT prescribed certain norms for grading

the hotel according to the facilities and amenities, the hoteliers are not maintaining well at all times.

Conditions of travel:

Travel is very slow and unpleasant in India as expressed by large number of tourists. Inter model connectivity is poor. Train and plane connections are poor and in the long distant buses and trains it is difficult to get accommodation at short notice. Many of the tourists come with the idea of entertainment and to forget their worries, stress and strains. One has to spend hours of travelling in an uncomfortable vehicle.

High cost of tourism:

The primary data on cost of tourism highlights that the total cost of tourism is on the higher side, heavier than the expected cost. The objective must be to place greater emphasis on medium and low cost tourism to foreign and domestic and carefully blend these with traditional tourism from the upper strata. One big snag in securing a larger in flow of tourist is still a higher fares to and from in India. It is true that smaller air carriers engage in highly lucrative tourist routes through charters, clubbed fares and all sorts of packages. Travel agent would like the official agencies to induce these cut-fare carriers to bring some of their tourist in India. Immemorial pilgrimage traditions have built a net work of not wholly satisfactory accommodations, serais and

lodging houses all over the country. These must be upgraded and made to conform to strict standards by hygiene and minimal facilities and convenience. Many state governments have over the years setup relatively inexpensive tourist hostel, houses and dormitory at important tourist centres.

Publicity:

Publicity is another factor hindered the development of tourism and progress of the campaign for discovery of India. So far our resources and efforts have concentrated only on some parts and not dessipated by spreading them less than thirty important areas. High quality publicity in abroad, which include glossy literature and art work, type focus, audio visual etc. are concentrating on package tours only. Regional / sectoral literature though available, could provide scanty details.

Coordination and communication:

Coordination and communication are sine-quo-non for the tourism to flourish. Tourism seeks to coordinate with several departments, institutes, organizations and facilities. There is a tremendous need for inter action at various levels. The tourist offices themselves need to know the other in doing their best in the field of creative input. Overall marketing strategies will ensure more inflow of tourists with high degree of satisfaction.

Other problems:

The immediate requirement of foreign tourists complain of such as demand for availability of air bookings, clean drinking, food at airports and tourist places are not being looked into. Many European tourists want to see the country by road, for which basic amenities like catering, petrol stations and vehicle repair yards along the national high ways are obviously poor at many places.

Threats and Obstacles to tourism:

The threats and obstacles to tourism go deeper into the nature of tourism. From the stand point of the tourism industry, civil unrest is a major threat to the business of tourism. Such threats are strikes in airlines or hotels, agitations or civil disturbances, communal riots violent and activities of the militants / terrorists etc. Due to these threats, the tourist would avoid a destination that is not regarded safe. (the decline of domestic and foreign tourist traffic to Kashmir valley). It is viewed generally, that foreigners are not prepared 'to run on risk' to their lives as terrorism and militancy grow day by day in India especially in Kashmir valley. Growth of tourism in India, also no doubt, depends on the security to the lives and safety to the belonging of the foreign tourists who have faith in India.

Crime at destination is another threat. Theft and related antisocial and criminal acts spoil the name to the destination. In certain cases the inflow of tourist is severely affected when such news reaches home.

The following table shows that the various nature of disturbances faced by the sample respondents at the tourist places in Tamil Nadu with respect to their social variables of sex, age groups, marital status, nationality and with their respective state.

Table 6.1.

Distribution of Various Nature of Disturbances Faced by the Sample Respondents at Various Tourist Places in Tamil Nadu with respect to Social Variables

Social Variable	Groups	STH	ACD	CR	AMT	DNA	All	Chi-Square	
								DF	Value
SEX	Male	11 (3.5)	8 (2.6)	7 (2.2)	2 (0.6)	285 (91.1)	313 (100.0)	4	2.4430
	Female	2 (3.0)	3 (5.8)	2 (3.8)	0 (0.0)	45 (86.5)	52 (100.0)		
	Total	13 (3.6)	11 (3.0)	9 (2.5)	2 (0.5)	330 (90.4)	365 (100.0)		
AGE (in Years)	<=20	5 (9.1)	3 (5.5)	2 (3.6)	1 (1.8)	44 (80.0)	55 (100.0)	8	12.2154
	21 - 40	5 (2.2)	7 (3.0)	4 (1.7)	1 (0.4)	215 (92.6)	232 (100.0)		
	>40	3 (3.8)	1 (1.3)	3 (3.8)	0 0.0	71 (91.0)	78 (100.0)		
	Total	13 (3.6)	11 (3.0)	9 (2.5)	2 (0.5)	330 (90.4)	365 (100.0)		

Continued..

Social Variable	Groups	STH	ACD	CR	AMT	DNA	All	Chi-Square DF	Chi-Square Value
MARITAL STATUS	Bachelor	8 (4.4)	7 (3.8)	3 (1.6)	2 (1.1)	162 (89.0)	182 (100.0)	4	4.6169
	Married	5 (2.7)	4 (2.2)	6 (3.3)	0 0.0	168 (91.8)	183 (100.0)		
	Total	13 (3.6)	11 (3.0)	9 (2.5)	2 (0.5)	330 (90.4)	365 (100.0)		
NATIONA-LITY	Indian	13 (3.6)	11 (3.0)	9 (2.5)	2 (0.6)	326 (90.3)	361 (100.0)	4	0.4289
	Foreigner	0 0.0	0 0.0	0 0.0	0 0.0	4 (100.0)	4 (100.0)		
	Total	13 (3.6)	11 (3.0)	9 (2.5)	2 (0.5)	330 (90.4)	365 (100.0)		
STATE	Tamil Nadu	12 (3.7)	11 (3.4)	8 (2.4)	1 (0.3)	296 (90.2)	328 (100.0)	4	5.2031
	Other State	1 (3.0)	0 0.00	1 (3.0)	1 (3.0)	30 (90.9)	33 (100.0)		
	Total	13 (3.6)	11 (3.0)	9 (2.5)	2 (0.6)	326 (90.3)	361 (100.0)		

(**Source** : Primary Data)

Figures in brackets are the percentages to total of respective rows.

Table value of Chi-square at 5% level for d.f: 4 = 9.49; 8 = 15.51; 12 = 21.03

Note: STH : Strike in Transport or Hotel
ACD : Agitation / Civil Disturbances
CR : Communal Riots
AMT : Activities of Militants / Terrorists
DNA : Does Not Arise

Table 6.1. was formulated with the results of frequency and percentage distribution of perception of those sample respondents who had faced difficulties from people in the study region over 'Nature of Disturbances' prevailing in the study region with respect to various general variables pertaining to sample tourists' social status.

From the table, for the overall sample, it can be noted that 330 out of 365 respondents, that is 90.4 per cent of the total respondents, were not disturbed by any other means such as, 'strike in transport or hotel, agitation / civil disturbances, communal riots and activities of militants / terrorists'. Only 3.6 per cent, 3.0 per cent, 2.5 per cent and 0.5 per cent of the total respondents were respectively disturbed by above means of disturbances.

Also, from the table it can be observed that there was no remarkable variation in the percentage level of the respondents from different groups under various category of the social status with respect to the nature of disturbance 'does not arise'.

The chi-square values for all social variables were insignificant. This insignificant chi-square values stated that opinion about nature of disturbances by sample respondents was not affected by their social status.

Finally, from the above results, one can arrive at a conclusion that sample tourists were not experienced any nature of disturbances while they were visiting various tourist places under study and from the chi-square results one can hypothesize that perception of sample tourists were independent of their social status, that is, in other words it can be said that there was no relationship between perception of sample tourists and their social status.

Lack of trained manpower and awareness are the other obstacles in tourism development. Tourism is a service industry where a high degree of training and professionalism is required. However, this is lacking at many levels particularly in the informal and subsidiary services. Another aspect is the lack of awareness (about tourism) which includes knowledge about the impact of tourism on day-to-day life of the people; their own attitudes towards tourism benefits and etc. Very often people working in one segment of tourism are unaware about the impact of their services or actions on other services.

The proportion of the movement of domestic tourists is much higher when compared to foreign tourists in India. However, due to foreign exchange earnings, the emphasis remains on providing facilities for the foreign tourists while domestic tourist are ignored in anyway. Only recently the central and the state government have realized this aspect and created more infrastructural facilities, keeping the flow of domestic tourists in view. The tourism industry has frequently been promoted as a force for positive contributions to the social, economic and natural environments of destination communities. Striving for such benefits through the vehicle of tourism development, however, it has made tourism a major agent for change in every society and destination it has touched. The tourism should be buoyant to economic development. Change involves a price and some communities have been unaware of its costs and difficulties associated with extracting the

benefits of tourism. Subsequent experience has shown tourism, like many other human activities, have the negative impacts.

Another dimension of the issues confronting the tourism sector are economic, socio-cultural and environmental.

Economic issues:

Travelling to different places on one's own country or in other lands, expands knowledge and gaining experience of the traveller. It is an adventure to enjoy the beauty and learn the diversity of the planet and the people who live on it. The point of interest and facilities offered to visitors vary. Travellers generally are on business, holidaying or vocation, visiting friends and relatives, or a combination of these. The economic issues of tourism development can be viewed in foreign exchange, employment and balance of payment.

a) Issues related to foreign exchange earnings. During the travel, the tourist buys a mixture of products i.e. collection of goods and services and also utilises the area's natural and cultural assets. The market for tourism is more like consumers' market where the services are offered according to the tourists (customers). They are customised / tailor made according to the choices / preferences.

Consumption of various categories of goods by tourists of all sorts records a noticeable shift from indigenous product to national and international products. Too much of dependence on foreign goods

causes reduction in multiplier effect and causing leakage of income from tourism. In addition to that some other factors are also responsible for leakages in revenue. They are:

(2) Cost incurred to import goods and materials for infrastructure like air-conditioned coaches, planes, airport equipment etc.

(3) Foreign exchange spent on publicity, promotions, setting of tourism offices abroad etc.

(4) Entry of multinational reduces profits and taxes in the host country since payment are made in tourist origin countries.

(5) Payments abroad in the form of:

   a) Profits and capital remittances by foreign tourist companies.

   b) Wage remittances by expatriated workers.

   c) Interest payments on foreign loans.

   d) Management royalties and other fees example franchised hotels.

(6) Commission paid by tour operators etc to foreign retailers.

(7) Reduction in or exemption of duties and taxes by host countries on foreign companies and so on.

(8) Overseas training of personnel.

(9) Extra expenditure on imports resulting from consumption by residents who have earned income from to tourist industry or

whose consumption patterns have altered due to the demonstration effects of tourism.

Though there can be a leakage in revenue on account of these, it could be compensated well through efficient tourism marketing devices at the domestic and global levels, contributing for positive externalities.

Issues related to employment:

Tourism industry has tremendous capacity to create both direct and indirect employment particularly unorganised in the study area. Persons depending on tourism services like, pavement shops, local tourist guides, persons working in tourist accommodation do not have permanent job as the services of tourists is seasonal. As a result, the employment goes for temporary recruitment or import labour force from outside during the season.

Seasonal peaking problems:

Seasonal peaking also creates problems for the whole community, as well as for components of the industry. The most evident sign of a problem is the summer congestion, crowded streets, slower traffic, lack of parking, line-ups for service etc. Beyond the visible impact of congestion there is also the equally serious costs of community services. Many tourist centres experience dramatic increases in population during summer months, placing a strain on the regular infrastructure and services. To maintain levels of service it

requires extra facilities and the hiring of additional police force, sanitation, health and park personnel.

Socio-Cultural Issues:

Some problems can lead to cultural degradation and lessening of a sense of cultural identity. Deterioration of important archaeological and historic sites can result from overuse by tourists. There can be excessive commercialisation and loss of authenticity of local customs, ceremonies, music, dances, crafts and other cultural patterns when these are inappropriately presented as tourist attractions. The 'demonstration effect' of residents, especially young people, imitating the behavioural patterns and dress of tourists. This is without understanding the different cultural backgrounds and socio-economic status of the tourists. At many destinations social problems emerge in the form of:

- increasing in begging
- prostitution
- mugging of tourists
- drug peddling

The following table shows that the tourists affected by the people of tourist places. It is analysed through the various social factors such as sex, age, marital status, nationality, state and their monthly income.

Table 6.2.

Responses of the Sample Respondents over Difficulties faced from the People of the Various Tourist Places in Tamil Nadu with respect to Social Variables.

Social Variable	Groups	Yes	No	All	Chi-Square DF	Chi-Square Value
SEX	Male	187 (59.7)	126 (40.3)	313 (100.0)	1	0.5938
	Female	34 (65.4)	18 (34.6)	52 (100.0)		
	Total	221 (60.5)	144 (39.5)	365 (100.0)		
AGE (in Years)	<=20	37 (67.3)	18 (32.7)	55 (100.0)	2	2.0054
	21 - 40	141 (60.8)	91 (39.2)	232 (100.0)		
	>40	43 (55.1)	35 (44.9)	78 (100.0)		
	Total	221 (60.5)	144 (39.5)	365 (100.0)		
MARITAL STATUS	Bachelor	114 (62.6)	68 (37.4)	182 (100.0)	1	0.6634
	Married	107 (58.5)	76 (41.5)	183 (100.0)		
	Total	221 (60.5)	144 (39.5)	365 (100.0)		
NATIONALITY	Indian	219 (60.7)	142 (39.3)	361 (100.0)	1	0.1884
	Foreigner	2 (50.0)	2 (50.0)	4 (100.0)		
	Total	221 (60.5)	144 (39.5)	365 (100.0)		
STATE	Tamil Nadu	202 (61.6)	126 (38.4)	328 (100.0)	1	1.2742
	Other State	17 (51.5)	16 (48.5)	33 (100.0)		
	Total	219 (60.7)	142 (39.3)	361 (100.0)		

Continued..

Social Variable	Groups	Yes	No	All	Chi-Square	
					DF	Value
MONTHLY INCOME (in Rupees)	>20,000	13 (54.2)	11 (45.8)	24 (100.0)	3	4.0279
	10,000-20,000	12 (46.2)	14 (53.8)	26 (100.0)		
	5,000 - 10,000	58 (66.7)	29 (33.3)	87 (100.0)		
	<5,000	138 (60.5)	90 (39.5)	228 (100.0)		
	Total	221 (60.5)	144 (39.5)	365 (100.0)		

(**Source** : Primary Data)

Figures in paranthesis are the percentages to total of respective rows.

Table value of Chi-square at 5% level for d.f : 1 = 3.84; 2 = 5.99; 3 = 7.82

Table 6.2. shows the frequency and percentage distribution of perception of sample tourists over difficulties faced from the people in the sample tourist places with respect to various general variables pertaining to their social status.

From the table 6.2, it can be observed that among 365 respondents, 221 respondents that is, 60.5 per cent of the total respondents, had faced with difficulties in the tourist places. Among the sex group, 65.4 per cent of the female respondents had faced with difficulties whereas it was 59.7 per cent for male. Respondents with lower age group, that is age group of 20 years and below, were having more problem with people (67.3 per cent) in the tourist places followed by the age group between 21 and 40 years (60.8 per cent) and age

group above 40 years (55.1 per cent). The results revealed that the young aged tourists are facing more difficulties than that of the aged. This may be due to their temperamental and enduring qualities.

If one considers the marital status of respondents, bachelors were facing more difficulties from people in the tourist places (62.6 per cent) than the married (58.5 per cent). The slight variation in the percentage level of bachelor from that of married might be due to non-adjustment attitude and mentality of the bachelor.

There were only four foreigners among the total samples. They were evenly poised between yes and no perception related to difficulties. But among Indian national, 60.7 per cent were of the opinion that they had faced difficulties from people in the sample tourist places. As far as the statehood was concerned, 61.6 per cent of the respondents from other states. The variation between these two categories might be attributed to the ignorance of sample tourists with mother tongue other than tamil, about the difficulties in the tourist places.

With regard to income groups, 66.7 per cent of the respondents having income ranging from Rs.5,000 to Rs.10,000 were of the opinion that they all have faced difficulties from people in sample tourist places. Next three positions were occupied by the group with income less than or equal to Rs.5,000 above Rs.20,000 and between Rs.10,001 and

Rs.20,000 with 66.7, 54.2 and 46.2 per cent respectively. The above results indicated that the moderate income group were feeling more embarrassed with difficulties from people than lower income group and higher income groups who were unmindful of the situation.

The chi-square values, which were used in determining homogeneity of the groups with respect attributes 'difficulties from people in the tourist places' (dependent factor), were all insignificant for all social variables. This revealed that the different groups within the various social status of respondents were dependent with each other with respect to dependent variable "difficulties from the people in tourist places". In other words, hypothetically we could say that there was no difference in the tendency of the respondents belonging to various social variable groups over attributes "difficulties from the people in tourist places".

At times certain pre-conceived images are linked with tourists though they may be far from reality. A general opinion about the tourist are take drugs, indulge in gambling, prostitution etc. Similarly many tourists believe that the women working in the tourism sector are easily approachable.

From the international scale, complex relationships between tourists and local people result increasing artificial tourism constructs, as well as tension due to:

(1) Carrying capacity, which relates to the number of tourists in relation to the size of the population.

(2) The spatial and temporal packing of the tourist gaze-whether it demands excursions, one night or extended stays, instant or prolonged exposure as well as the depth of the observers, involvement.

(3) The organisation of mass services to satisfy the tourist gaze. This involves not only the private and public sectors also the role of multinationals, big vs small companies, local vs outsiders and the local people vs tourist organisations.

(4) The economic and social differences between the tourists and local people. These differences act both as an attraction and a deterrent.

(5) The effect of tourism on pre-existing production and consumption patterns.

(6) The demand for particular type and standard of service, a demand that becomes more and more exclusive with the inclusive tour segment. This includes restaurants, bars, souvenir -shops, travel and transport agencies, hotel and airports.

(7) The transformation of a natural aura of the destination into a cliche by over viewing, or being turned into an "image" of itself.

Environmental Issues:

Different kinds of tourism actively effect the natural and built in environment. There is a complex interaction between tourism and the environment. If tourism is not well planned, developed and managed, it can generate several types of negative environmental issues. These include:

a) Water Pollution resulting from improper development of sewage and solid waste disposal system for hotels and other facilities. At the tourist places of Thanjavur, Velankanni, Nagore and Poombuhar the water is much polluted due to the improper drainage maintenance.

b) Air pollution resulting from excessive use of internal combustion vehicles (cars, taxis, buses, motorcycles, etc) in tourism areas. Airplane, used by many tourists for longer distance travel and for local air tours generate some air (land noise) pollution. In the study area, especially at Thanjavur region, the air is highly polluted due to the heavy transport. This place is also the head quarter of the district.

c) Noise pollution generated by a concentration of tourists and tourist vehicles.

d) Visual pollution resulting from several factors - poorly designed hotels and other tourist facilities, badly planned layout of facilities, inadequate landscaping of facilities; use of large and

ugly advertising signs; and obstruction of scenic views by tourism development.

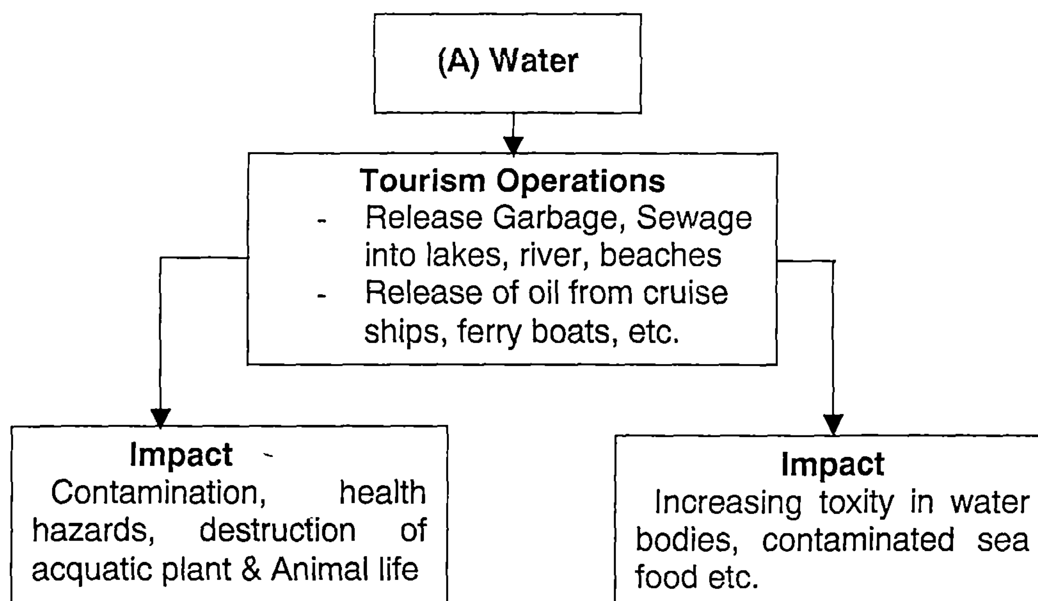
e) Waste disposal problems of littering the landscape by tourists, and improper disposal of waste generated by tourist facilities. In all the tourist places, the disposal of the waste is carried on by the concerned authorities are very near to the tourist spot.

f) Ecological disruption of natural areas by overuse or misuse by tourists and inappropriate tourism development.

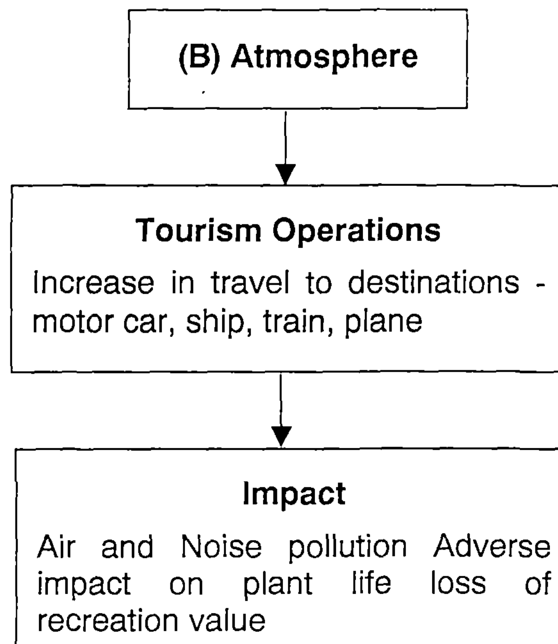
The certain environmental issues raised from tourism is shown in the following chart.

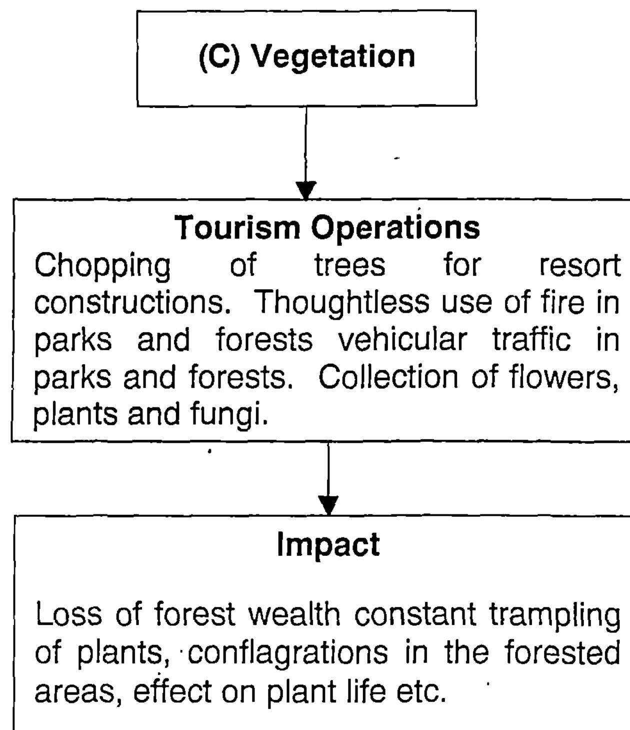
Chart 6.1

Certain Environmental Issues of Tourism

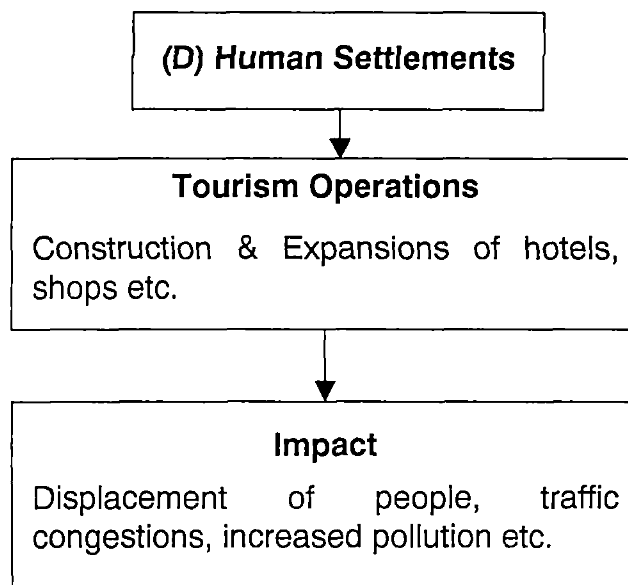


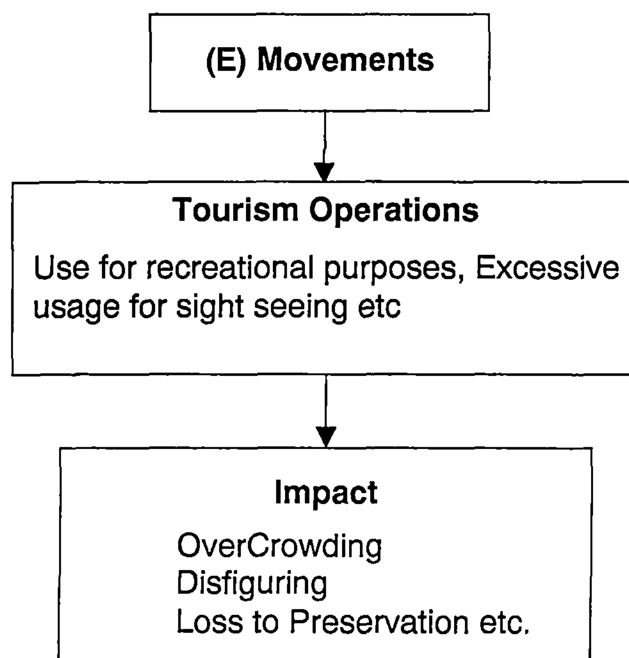
Continued...


(B) Atmosphere
Tourism Operations
Increase in travel to destinations - motor car, ship, train, plane
Impact
Air and Noise pollution Adverse impact on plant life loss of recreation value


(C) Vegetation
Tourism Operations
Chopping of trees for resort constructions. Thoughtless use of fire in parks and forests vehicular traffic in parks and forests. Collection of flowers, plants and fungi.
Impact
Loss of forest wealth constant trampling of plants, conflagrations in the forested areas, effect on plant life etc.

Continued...





(Source : Indira Gandhi National Open University School of Social Science Block 9 - Unit 33 P.15,16)

Political Implications:

The links between tourism and politics in many Third World nations are almost inevitable. Given the need to boosting images of their sagging regimes and fattened bureaucracies, politicians often see the tourism industry as a direct way of gaining powerful friends, including western governments and agencies and investors. But on the part of the critics, they have emphasized, several aspects of tourism that have direct political implications. Some of the issues are

(a) The relationship of 'master-slave' between tourists and locals, akin to that of colonial realities.

(b) The priority given to external assistance, investments and imports, over and above developing local capabilities, enterprise and production.

(c) A priority for tourism takes budgetary allocations away from social sectors such as education, health, sanitation and provision of other basic necessities. The concerned municipal / panchayat authorities are allocate and gave more funds during the special events of the tourist places when occurred. During the festival time the people of the particular places are affected due to improper services provided by the authorities in that area.

(d) Tourism being of a volatile nature, over-dependence on it can be dangerous. For a country's future development it ought to be more diversified, less mono-cultural.

(e) The lack of protection for workers in the tourism industry.

Many other arguments can be cited, not least of which the issue of land use for recreational purposes, in the context of inadequate and ineffective land reform policies. Government and industry must realize that the underlying conviction is the desire for greater political participation in economic and social processes, of which tourism is a part. Ignoring this, leads to greater dissatisfaction, further agitations and campaigns, even attacks on the industry and tourists, as has happened in some part of the country.

CHAPTER - VII

FINDINGS AND SUGGESTIONS

The salient findings of this study and the major suggestions that the study offers on the basis of its findings are presented in this chapter. The growth pattern of tourism of the study areas are assessed through the domestic and foreign tourist arrivals at the various places of the study and also the growth of the various constituents of tourism are evaluated and presented.

Chapter - II - Pattern of Growth of Tourism:

India has a long tradition of attracting recreational, pleasurable, business and cultural tourists both in India and from abroad. The international tourism in its present form has gained momentum since 1980's.

The significance of tourism was very much felt since the seventh five year plan, where in the environment consciousness, cultural interactions occupy the core areas.

For the effective implementation of the government's policies on tourism, coordination between central and state government and the players of the industry viz., public and private sector were very much ensured.

Down to the study area, the three revenue districts occupy large number of tourist attractions in general and in particular Thanjavur, Velankanni, Nagore and Poombuhar are the places of concentration.

It is found that, during the study period both the domestic and foreign tourist arrivals were in increasing trend in all the places. However, the number of tourist arrivals at Thanjavur was higher than the other tourist places - Velankanni, Nagore and Poombuhar mainly because of the basic infrastructure such as accommodation, rail link etc. It is found that the domestic tourist growth pattern was progressive consistently.

While analysing the arrivals of tourists (particularly domestic tourists), similarity is observed at Velankanni and Poombuhar because of on shore location.

Another component of tourist viz., foreign tourist arrivals at Thanjavur and Poombuhar are 4.12% and 8.71% respectively to the over all tourist arrivals in these two places during the year 2001-2002. (Ref. Table. No.2.1 and 2.4). But in the same period the visit of them to Velankanni and Nagore is lesser than 1% of the total tourist arrivals. A specific reason that can be assigned to the rate of fall is may be on account of the non opening of tourist/information office at these places.

One of the facilitating factors of which is accommodation. Every year the average growth rate of accommodation under the various categorised hotels at Thanjavur, Velankanni, Nagore and Poombuhar are 15, 7.67, 2.42 and 1.98 respectively (Ref. Table No.2.5, 2.6, 2.7 and 2.8).

The analysis of the above tables point out that there is progressive trend in terms of number of accommodation and utilization.

It is found that, the growth pattern of approved transport operators, tour operators and the travel agencies in the study are progressive constantly over a period of nine years.

Analysis of the pattern of growth of tourism from the point of view of tourist guides/escorts reveals the fact that the roles of these intermediaries are less important. A reason that can be assigned to this trend is domestic tourists do not engage guides/escorts more because of the familiarity of these places.

Chapter - III - Growth Needs and Extent of Tourism Services:

It is found that the tourist expenditure not only supports the tourist industry directly but help indirectly to subsistence goods and services to the tourist industry.

The multiplier effect of tourism gives more benefits if the goods and services supplied to that industry must be that of national made only.

In India, every year the average growth of foreign exchange is Rs.1,239.69 crores (Ref. Table. No.3.5.)

India experiences a spurt in tourism of all kinds with a multiplier effect of growth in employment too.

It is found that, due to modernisation, the cultural heritages-music, dance, drama, dress, art and crafts, customs, ceremonies etc., - might have been lost. It is protected from the growth of tourism. Many museums receive financial support from the entrance fees paid by tourists.

It is found, tourism helps for conservation of tourist places including preservation of flora and fauna, wild life and national and regional parks and reserves. Otherwise many of these sites would go to deterioration or disappearance.

From the analysis of accommodation services in the study area, it is found that only from 3 stars to unclassified categories of hotels are there.

Combining all categories of hotels in Thanjavur, Velankanni, Nagore and Poombuhar tourist places, the accommodation facilities to the domestic, foreign and both types of tourist arrivals were adequate. (Ref. Table No.3.6).

From the responses of the tourists, it is found that 51.78% of the tourists have visited the various tourist places by public bus, 16.99% of the tourists have visited by train, 14.52% of the tourists choose taxi or contract buses and 16.71% of the tourist have visited by their own car. The part played by the bus services is very higher than the train services. This is on account of the fact, that the rail services are not frequently available to some of the tourist places. (Ref. Table. No. 3.7.).

It is found that the majority of the tourist visited the various places in the study area have opined that the services of bus, train and taxi / contract buses are inadequate. (Ref. Table. No. 3.8.)

It is found that more number of tourists travelled through the private travel agencies, when compared to the public sector travel agencies. However, the tourists are satisfied highly from the public sector travel agencies than the private sector travel agencies. Among the tourists visited to various places through private travel agencies, 63.37% of the tourist are not satisfied with the services provided by them (Ref. Table. No. 3.10.), mainly because of the service cost, poor quality of service lack of punctuating etc.,

Chapter - IV - Promotional Measures:

It is found that if the hoteliers are approved by the DOT they are eligible for allocation of foreign exchange for its essential import of equipment, financial assistance from IFCI, TFCI and SFC and enjoy the worldwide publicity through tourist literature by the DOT in overseas.

Some restaurants in the study area offer to its guests an exciting and authentic culinary experience by arranging food festivals of a region or a community for a brief period. It is a recent origin. Through which the visitor and local residents are plug into cultures and customs.

It is derived that, the unapproved travel agencies are heterogeneous, charging the service charges according to the local conditions and needs.

It is found that, to promote tourism in some specific areas, the DOT has relaxed the conditions for getting the approval as tourist transport operator.

It is found that to promote tourism, the India Airlines has introduced some special schemes such as youth forces, discount fares, and stop over schemes to business travellers and adventure-lovers. Some of the promotional measures - 'Travel as you like', 'concessional return tickets', 'group tourism', 'home on wheels', 'preparing of itineraries' etc., are offered by the Indian railways.

It is found that, among the total respondents, nearly 70% of the tourists came to know the various tourist places by the information given by friends and relatives or out of their own previous experiences only. 30% of the total respondents recognise the tourist places through the various publicity media. (Ref. Table. No. 4.2.)

To provide financial assistance for promoting tourism, TFCI was established in January 1989. It also renders guidelines for new projects and expansion, diversification and renovation of existing projects.

Chapter - V - Evaluation of tourist expectations:

The impact of general variables of tourist over satisfaction with catering facilities at the various tourist places are insignificant excepting two social variables - nationality and monthly income - having positive relationship indicate that those two variables were better predicator of satisfaction level of catering facilities. (Ref. Table No.5.1)

Various social status of the respondents - considered in the study, were not together determining the satisfaction level of private sector shopping facilities (Ref. Table. No.5.2).

There was no relationship between satisfaction level over shopping facilities provided by the public sector and the social status of the tourists in the study areas. Some other social variables may

determine the satisfaction level of shopping facilities provided by the public sector. (Ref. Table No. 5.3 and 5.4.)

It is found that, regression co-efficient of the predictor variables strongly indicates that level of 'satisfaction with public attitude' of tourist were well determined by some unexplained factors unique to the tourist places under study and not by the social factors of sample tourists. (Ref. Table. No.5.6.).

The independent variables, except educational qualification, did not show any remarkable influence on the level of opinion about the environment. But regarding the educational qualification concerned for every one unit upward shift in the level of education there would be 0.13 unit increase in the level of opinion about the environment (Ref. Table No.5.8.)

There was no relationship between the social factors and the level of opinion about the culture. (Ref. Table. No.5.9.)

There was no significant unique contribution of the independent variable to level of opinion about the civic body services. The significant coefficient of intercept term indicated that there would be some other factors, specific to the study areas than the factor pertaining to the social status of the sample tourists, explaining the variation in level of opinion about the civic body services. (Ref. Table No.5.10.)

The unexplained factors such as tourist psychology mood, environment of factors, travel programmes etc., which is specific to the study area, are determined by the satisfaction of tourist on various facilities available.

Chapter - VI - Developmental Issues:

It is found, due to natural causes such as sea erosion, change in climatic condition put irreparable damage to the tourist places like Velankanni, Nagore and Poombuhar besides being large scale commercialisation of the tourist places.

The foreign tourists are feeling about the procedural hurdles, lack of courtesy by immigration and airport employees, conversion of currency, unfriendly attitude of the taxi drivers etc. might be the cause for the discontentment.

It is found that the train and air connections are poor. It is difficult to get accommodation at short notice in the long distant buses and trains.

The total cost of tourism is on the higher side, heavier than the expected one. The low budget tourists are also affected much because of the escalation in cost of all kinds.

Availability of tour manuals, publications, literatures - regional / sectorial literature though available provide scanty details.

Many European tourists want to see the country by road, for which basic amenities like catering, fuelling stations and garage along the national high ways are obviously poor and inadequate at many places.

It is found that, civil unrest is a major threat to the business of tourism, but the sample tourists were not experiencing any nature of disturbances while they are visiting various tourist places.

Seasonal peaking, create problems for whole community as well as for components of the industry. The summer congestion, crowded streets, slower traffic, lack of parking places, line-ups for services etc., lead to discomfort and inconveniences.

The moderate-income group feels embarrassed due to the attitude of the people at the tourist places. Higher income groups and lower income groups are unmindful of it. (Ref. Table. No. 6.2.)

Suggestions:

1. The growth pattern of tourism in general and places like Poombuhar and Velankanni are located one shore, attracting tourist both domestic and foreign mainly for sunbath and relaxation. The administrative authorities - local, state and central - must evince extra interest in maintaining the shore

clean and tidy. The extra cost for upgraded maintenance may be collected by toll from the tourists.

2. The percentage arrival of foreign tourist at Velankanni and Nagore is at a whooping figure of 1% evidenced by the secondary data. This is on account of poor representation of tourist offices in these places when compared to Thanjavur and Poombuhar.

3. The tourist places are normally classified as international, national, regional and local tourist spots with separate administrative machinery. The department of archeology and DOT may upgrade tourist places like Velankanni, Nagore, and Poombuhar so as to enlist them in the places of significance and steps can be taken to include them in the publication of tour manuals, maps, etc. This will ensure adequate inflow of tourists.

4. One of the strategic points of attraction of tourists is to provide quality service in terms of transport accommodation, food, amusements, etc. The matching concept of service and cost must be kept high.

5. The prevailing rules and regulations governing the protection of tourist places, barring the places of archeological significance like Thanjavur big temple, are moderately effective. Large scale commercialisation and haphazard granting of licenses for

establishment of infrastructure mare the growth of tourist places. Necessary steps can be taken for the effective implementation of rules and regulations, thereby facilitate the growth of tourism.

6. The tour facilitators must take into account the transport facilities offered at places - Thanjavur, Velankanni, Nagore and Poombuhar. As perceived by the majority of the tourist represents, poor supply and great demand for transport services, pose problem of over crowding, poor coverage without proper scheduling.

   To solve this menace on a perennial basis, different packages of tours on daily basis with proper coverage of place and times lot may be introduced.

7. The exploitation of tourists by the unapproved taxi-operators in the form of erratic charges, quality of service is all pervasive, inspite of these regulations.

   Practical measures like uniform tariff, pre-paid taxi operation, extensive publicity, user-friendly schemes, inviting them through persuasion bring them into the fold of recognised tour operators may be implemented.

8. Invisible, unknown and unassigned factors said to act as a response factor for tourism need to be identified.

Efforts may be taken in this regard in the form of psychoanalytical / socio-cultural studies at the micro level so as to get into the crux of the factor. Such enquiry may be initiated at the government and non-governmental level.

9. Inter participation of public and private sector service providers may be improved. The effectiveness of operational synergy can only be realized when there is interaction. The policy makers and the executors can plan for configuration.
10. DOT can think of upgrading the tourist spots under study area to the national arena in the long-term perspective. As a complementary to this elevation, accommodation and other environment can be boosted up.
11. Beggar menace is a serious and an omnipresent, note worthy issue calling for redress. Identifying the causes of begging and extension of social security schemes to cover them may minimise the problem.
12. To provide value added tourism service to foreign tourists single window solution covering immigration, currency conversion, modal selection and counseling may help them largely for extensive coverage of places within the record time.

Scope of further research:

The present micro level study undertaken on growth, growth needs and promotion of tourism with reference to the three revenue districts is a case study. The components of tourism service providers such as accommodation, transport, catering food and entertainment, intermediaries, participation by government department, tourist information organisations at the individual and comparative basis pave way for further research.

Impact of tourism both positive and negative at the micro and macro level can also be undertaken.

Unidentified and invisible factors such as mood of the tourists, travel programmes, environmental circumstances may form virgin areas. This can be approached through behavioural studies.

BIBLIOGRAPHY

1. **Arun Kumar Sarkar.,** Action Plan and Priorities in Tourism Development Kanishka Publishers, Distributors, New Delhi - 1998.
2. **Badan. B. S.,** Impact of tourism in South India., New Delhi., Common Wealth Publishers Pvt. Ltd, 1999.
3. **Badan. B.S.,** Tourism in India., New Delhi, Common Wealth Publishers Pvt. Ltd., 1998.
4. **Batra. G. S.,** Tourism in the 21^{st} Century, New Delhi., Anmol Publications Pvt. Ltd., 1996.
5. **Bhatia. A. K.,** International Tourism Fundamentals and Practices., New Delhi. Sterling Publishers Pvt. Ltd. 1999.
6. **Bhatia. A. K.,** Tourism Development Principles and Practices., New Delhi Sterling Publications - 1998.
7. **Bhatia. A. K.,** Tourism Management and Marketing - The business of Travel Agency Operations., New Delhi, Sterling Publications Pvt. Ltd., 1999.
8. **Karan Raj,** Modern Dictionary of Tourism, IVY Publishing house Delhi-110095, 2002, Sola Distributors: Sarupa Sons, 4740/23, Ansari Road, Darya Ganj, New Delhi.
9. **Kaul. R.N.,** Dynamics of Tourism a trilogy Streling Publishers Pvt. Ltd., New Delhi - 1985.
10. **Laji Pathi Rai. H.,** Development of Tourism in India, Printer Jaipur - 1993.

11. **Lavkush Mishra.,** Religious Tourism in India., New Delhi Daryaganj, Ansari Road., Mohit Publications - 2000.

12. **Malhotra. R. K.,** Tourism Planning and Management, Anmol Publications Pvt. Ltd., - 1998.

13. **Nirmal Kumar,** Tourism and Economic Development, APH Publishing Corporations New Delhi, Ansari Road, Darya Ganj - 1996.

14. **Percy K. Singh.,** Fifty Years of Indian Tourism, New Delhi., Kanishka Publishers and Distributors, 1998.

15. **Pragati Mohanty.,** Hotel Industry and Tourism in India, Ashish Publishing house, Punjabi Bagh - New Delhi - 1992.

16. **Praveen Sethi.,** Nature and Scope of Tourism, Rajat Publications, Geeta Coloney Delhi - 1999.

17. **Praveen Sethi.,** Strategies for the Future of Travel and Tourism., New Delhi. Rajat Publications, 1999.

18. **Praveen Sethi.,** Tourism Planning and Development, New Delhi, Rajat Publications, 1999.

19. **Premnath Dhar.,** Development of Tourism and Travel Industry - An Indian Perspective., New Delhi., Kaniskha Publishers and Distributors, 1992.

20. **Pushpinder S. Gill.,** Tourism Economic and Social Development - Anmol Publications Pvt. Ltd., - 1997.

21. **Puspinder S. Gill.**, Perspectives on Indian Tourism, Anmol Publication Pvt. Ltd., New Delhi - 1997.

22. **Rakesh Kapoor.**, Tourism Policy Organisation and Management., Kanishka Publishers, Distributors - 1997.

23. **Ram Acharya.**, Tourism and Cultural Heritage of India RBSA Publications, SMS Highway Jaipur - 1980.

24. **Ratandeep Singh.**, Dynamics of Modern Tourism, Kanishka Publishers, Distributors, New Delhi - 1998.

25. **Ratandeep Singh.**, Tourist India - Hospitality Services., New Delhi., Kanishka Publishers and Distributors, 1999.

26. **Santha Kumari. R.**, Lecturer in History, APC Mahalakshmi College, Thuthukkudi., Facts on Tourism - Shantha Publishers, Chennai - 1996.

27. **Shalini Singh.**, Profiles of Indian Tourism., New Delhi, Daryaganj, 5. Ansari Road., APN Publishing Corporation - 1996.

28. **Sharma. J.K.**, Tourism Planning and Development - A New Perspective, Kanishka Publishers, Distributors, New Delhi - 2000.

29. **Sharma. K. C.**, Tourism - Policy - Planning - Strategy., Pointer Publishers, Jaipur, SMS Highways - 1996.

30. **Sinha. P. C.**, Tourism Marketing, New Delhi., Anmol Publications Pvt. Ltd., 1999.

31. **Sinha. P.C.**, Geography and Structure of tourism and travel, Anmol Publication, New Delhi - 1998.

32. **Sinha. P.C.,** Tourism Evolution Scope, Nature and Organisations., New Delhi., Anmol Publications Pvt. Ltd., 1998.

33. **Sinha. P.C.,** Tourism Impact Assessment Anmol Publications Pvt. Ltd., New Delhi - 1998.

34. **Sinha. P.C.,** Tourism Planning, Anmol Publications, New Delhi - 1998.

35. **Sinha. P.C.,** Tourism Transport and Travel Management, Anmol Publications Pvt. Ltd, New Delhi - 1998.

36. **Sinha. R. K.,** Growth and Development of Modern Tourism, Dominant Publishers and Distributors, Delhi, South Anarkali - 1999.

37. **Suhita Chopra.,** Tourism and Development in India Ashish Publishing house New Delhi - 1971.

38. **Sunheer. S. V.,** Tourism - Problems and Prospects - CBH Publications 1993 Trivandrum, Single St, Karmana.

39. **Sunil Gupta S. P. Bansal.,** Tourism towards 21st Century Deep & Deep Publication Pvt. Ltd., New Delhi - 1998.

Important Travel Trade Periodicals

Oversees:

1. British Travel News: British Travel News, 239 Old Maryiebone Road, London, NWI England.

2. Canada Tourism News, Canadian Government Offices of Tourism, Ottawa Canada.

3. Digest of Tourist Statistics, British Tourist Authority, London, England.

4. Discover India: Media Transasia, Bangok, Thailand.

5. Pasific Travels: Pasific Area Travel Association, 274 Brannam St., California.

6. PTN - Pato Travel News, Asia/Pasific: Asian Press Pvt. Ltd, Singapore.

7. Tourism International: 136 Glovcestor Palace, London, England.

8. Tourism Journal: Asian Institute of Tourism, University of Philippines, Dilman, Quezon city, Philippines.

9. Travel Agent: World Travel Inc. Fifth Avenue, Portland, Orgeon, USA.

10. Travel and Leisure - Avenue of the Americas - New York - USA.

11. Travel Holidays: Travel Publications, West 23rd Street, New York - USA.

12. Travel News Asia: Travel News Asian Hong Kong Centre, Peterson Street, Hong Kong.

13. Travel Week - Common Wealth Street, Sydney Austrialia.

14. Travel Weekly, Park Avenue, New York, USA.

15. Voyages - Roucher Paris - France.

16. World Travel: Shimro Building - Shiba, Minato - KV, Tokyo - Jappan.

India:

1. Air Observer : Air observer Publications, Warsha house, 6 Zakharia Bunder Road, Sewri, Bombay 400 015.
2. Destination India : Cross Section Publications. T. Dwarka Sadan C/42 Connaught Place New Delhi 110 001.
3. India Airlines Image: Indian Airlines, Airlines House, New Delhi 110 001.
4. Indian Magazine Wadia Building 17/99 Dalol St., Bombay 400023.
5. Indian Tourist Trade Journal, 363, Mehrauli, New Delhi 110 030.
6. Indian Travel Guide: P.Box. 423 72, Big Street, Triplicane, Chennai 600 005.
7. Namaskar Air India Media Transasia, 3rd floor Sarasin, Building, 14, Surasai Road, Bangkok Thailand.
8. Namaste: Welcome group publications, The Hotel Division of ITC Ltd., 23, Community Centre, Basant Lok, Vasant Vihar, New Delhi. 110 067.
9. Safari India: Young Asia Publications, 7. Ansari Road, New Delhi 110 002.
10. TCI News: Travel Corporation of India (p) Ltd, Chander Mukhi, Nariman Point, Bombay 400 021.
11. The Taj: The India Hotels Co. Ltd., AppoloBundur Road, Bombay 400 039.
12. The World India: 12/90 Connaught circus, New Delhi 110 001.

13. Tourism and Travel : National Press Agency 182 - Jor Bagh, New Delhi 110 023.

14. Tourism and Wild Life: 24, Gole Market, Netaji Subhash Marg, New Delhi 110 002.

15. Tourism Research Centre for Tourism Research and Publication, 12 Ashok Nagar, Lucknow, 226 001.

16. Transport and Tourism Journel, Ganj Mirkhan, Daryagani, New Delhi 110 002.

17. Travel News: Travel Agent Association of India, 35 Anjali, 1st Floor, Arthur Bundur Rd, Colaba Bombay 400 005.

18. Travel Trade India: Media Transasia Ltd, B.23, Friends Coloney, New Delhi 110 011.

19. Travel World: 160 Chittaranjan Avenue, Culcutta 700 007.

20. Youth Hostelier - Youth Hostel Association of India - 5 Nyaya Marg, Chanakyapuri - New Delhi 110 021.

SCHEDULE TO TOURISTS

0.1. Name :

0.2. Native Place :

0.3. Age	a) 20 or below	☐
	b) 21 To 40	☐
	c) 41 To 60	☐
	d) Above 60	☐
0.4. Sex	a) Male	☐
	b) Female	☐
0.5. Marital Status	a) Bachelor	☐
	b) Foreigner	☐
0.6. Nationality	a) Indian	☐
	b) Foreigner	☐

0.6.a. If you are a foreigner, please specify your country ....

0.6.b. If Indian, do you belong to Tamil Nadu or other state?

	a) Tamil Nadu	☐
	b) Other State	☐

0.6.b.(i). If you are from other state, please mention the name of the state......................................

0.7. Religion	a) Hindu	☐
	b) Christian	☐
	c) Muslim	☐
	d) Other please specify	☐

0.8. Languages known to you

a) Tamil ☐

b) English ☐

c) Hindi ☐

d) Telegu ☐

e) If any other, please specify ....

0.9. Educational Qualification

a) Professional ☐

b) Post Graduate ☐

c) Graduate ☐

d) Below Degree ☐

0.10. Are you an employed or an unemployed?

a) Employed ☐

b) Unemployed ☐

0.10.a. If you are an employed, are you working in

a) Private sector ☐

b) Govt. sector ☐

c) Self employed / Business ☐

d) Any other, please specify..........................

0.11. Monthly Income

a) Above Rs.20,000 ☐

b) Between Rs.10,000 To 20,000 ☐

c) Between Rs.5,000 To 10,000 ☐

d) Below Rs.5000 ☐

1.0. Are you a new visitor or did you visit already to this place?

a) New Visitor ☐

b) Already Visited ☐

1.1. What is the frequency of your visit to this place?

a) First Time ☐

b) Second Time ☐

c) Third Time ☐

d) Fourth and more than Four Time ☐

1.2. How did you know this place?

a) Travel Agencies/Tour Agencies ☐

b) Fair / Festivals ☐

c) Friends / Relatives ☐

d) Books / Journals ☐

e) Advertisements / Videos ☐

f) Televisions / Films ☐

g) Own previous experiences ☐

h) Indian Tourist Offices ☐

i) Any other, please specify ☐

1.3. Please specify, do you visit this place

a) Alone ☐

b) With your family ☐

c) With your friends ☐

1.3.a. If alone, please specify

a) Visit the place purposefully to see this place ☐

b) Along with your job work did you pay a visit to this place ☐

2.0. Who arranged this tour?

a) ITDC

b) TTDC

c) Tourist Agency

d) Own Arrangements

2.01. Which type of Transport you choose to visit the different places in Tamil Nadu.

a) By Bus

b) By Train

c) By Own Car

d) By Taxi / Car

e) By contract Bus / Omni Bus

2.01.a) If by bus, how did you feel about the transport facilitie?

a) Very Bad

b) Not Satisfactory

c) Normal

d) Good

e) Very Good

2.01.a.(i). If you are nor satisfied what problem faced by you?

a) Low speed

b) Poor courtesy of crew

c) Discomfort seating Arrangements

d) No Air facilities

e) Any other, please specify

2.02. Did you reach the tourist places in Time?

a) Yes

b) No

2.03. How did you feel about the cost of Travel changed by the Tourist authorities?

a) Too much ☐
b) Fair ☐
c) Reasonable ☐

2.04. Are you satisfied with the catering facilities in the Tourist places?

a) Vey bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

2.04.a) If you are not satisfied, what kind of problem faced by you

a) Poor hygienic conditions ☐
b) Sub-standard quality of food stuff ☐
c) Untimely food ☐
d) Go to some other places ☐
e) Any other, please specify ☐

2.05. How did you feel about the cost charged for food and other beverages in the Tourist Places?

a) Too much ☐
b) Fair ☐
c) Reasonable ☐

2.06. Whether adequate catering shops are there in the tourist places?

a) Yes ☐
b) No ☐

2.06.a. If No, do you feel the need to increase the number of catering shops?

a) Yes ☐

b) No ☐

2.07. If you travel through grain by you own arrangement, did you buy the reservation ticket freely?

a) Yes ☐

b) No ☐

2.07.a. If No, what type of problems faced by you?

a) No special preference is given ☐

b) No Upward / Downward resevation is obtained ☐

c) If any other, please specify the problem ☐

2.08. Do you make use of the railway catering service?

a) Yes ☐

b) No ☐

2.08.a. If No, why?

a) Doe not arise ☐

b) Unhygienic ☐

c) Poor quality ☐

d) Costly ☐

2.09. How did you feel about catering facilities available at train and at stations?

a) Very bad ☐

b) Not satisfactory ☐

c) Normal ☐

d) Good ☐

e) Very good ☐

2.10. How do you feel about tourist accommodations available at stations?

a) Very bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

2.11. Did you make use of the amenities and services like self help trolies, stretchers, wheel chairs and clock room services at stations?

a) Yes ☐
b) No ☐

2.11.a. If Yes, how did you feel about the amenities and services at stations?

a) Very bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

2.12. If you are a foreign tourist, how did you came to India?

a) By Flight ☐
b) By ship ☐

2.12.a) How did you feel about the services provided by the travel authorities?

a) Very bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

2.13. If you traveled through a private tour operator, did they provide proper services?

a) Yes ☐

b) No ☐

2.13.a. If No, what kind problem faced by you?

a) Poor boarding ☐

b) Poor lodging ☐

c) Didn't cover the tourist places in time ☐

d) Didn't cover all the tourist places ☐

2.14. Which type of accommodations is preferred by you?

a) Star hotel

i. 3 Star hotel ☐

ii. 4 Star hotel ☐

iii. 5 Star hotel ☐

b) Non-Star hotel ☐

c) Lodges ☐

d) Cottages ☐

e) Guest houses ☐

f) Paying guest accommodations ☐

g) Does not arise ☐

2.15. Did you make use of the services of hotel, restaurant, way-side restaurant and tea shops at the tourist place?

a) Yes ☐

b) No ☐

2.15.a If Yes, how did you feel about the facilities in

	Very Bad	Not Satisfactory	Normal	Good	Very good
a. Hotel :	☐	☐	☐	☐	☐
b. Restaurant :	☐	☐	☐	☐	☐
c. Way-side restaurant :	☐	☐	☐	☐	☐
d. Tea-shops :	☐	☐	☐	☐	☐

2.16. What type of food do you prefer?

a) North Indian ☐

b) South Indian ☐

c) Chinese ☐

d) Others, please specify ☐

2.16.a. Whether your favorite food is a available at tourist places?

a) Yes ☐

b) No ☐

2.16.b. If No, how do manage it? Please specify..............................

....

2.17. How did you feel about the cost of food at restaurant?

a) Too much ☐

b) Fair ☐

c) Reasonable ☐

2.18. How did you feel about the shopping facilities at the tourist places?

	Very Bad	Not Satisfactory	Normal	Good	Very good
a. Private Sector	☐	☐	☐	☐	☐
b. Public Sector					
i. Handy Crafts	☐	☐	☐	☐	☐
ii. Hand looms	☐	☐	☐	☐	☐

c. Any other, please specify..

2.19. Did you use the service of tourist guides?

a) Yes ☐

b) No ☐

2.19.a. If yes, how did you feel about the services of guide?

a) Very bad ☐

b) Not satisfactory ☐

c) Normal ☐

d) Good ☐

e) Very good ☐

2.19.b. If No, what problem faced by you?

a) He didn't know the facts about the place ☐

b) He did not able to explain ☐

c) Poor communication skill ☐

d) Any other please specify................................

2.20. How did you feel about the attitude of the Traders at tourist places?

a) Very bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

2.21. How did you feel about the public attitude at the tourist places?

a) Very bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

2.22. How did you feel about the people incharge of tourist place and temples etc?

a) Very bad ☐
b) Not satisfactory ☐
c) Normal ☐
d) Good ☐
e) Very good ☐

3.0. Are you satisfied in visiting this tourist place?

a) Yes ☐
b) No ☐

3.0.a. If No, why are you not satisfied?

a) The Tourist place is not reliable to that of the promotional factor ☐
b) Any other, please specify................................

3.1. Are you willing to modify / improve the promotional factors?

a) Yes ☐

b) No ☐

c) Does not arise ☐

3.1.a If Yes, please specify your suggestions...................................

....

4.0. How did you feel about the environment of this tourist place?

a) Highly unsatisfactory ☐

b) Unsatisfactory ☐

c) Normal ☐

d) Good ☐

e) Very good ☐

4.1. How did you feel about the culture of this tourist place?

a) Highly unsatisfactory ☐

b) Unsatisfactory ☐

c) Normal ☐

d) Good ☐

e) Very good ☐

4.2. How did you feel about the civicbody.services like, drinking water, sanitation, electricity, maintenance of road etc.,?

a) Highly unsatisfactory ☐

b) Unsatisfactory ☐

c) Normal ☐

d) Good ☐

e) Very good ☐

4.3. Whether, did you face any difficulty from the people of this tourist place?

a) Yes ☐

b) No ☐

4.3.a. If Yes, which type of difficulty faced by you?

a) Beggars menace ☐

b) Prostitution ☐

c) Cheating ☐

d) Mugging of tourist ☐

e) Drug peddling ☐

f) Any other please specify.................................

5.0. Whether your travel or entertainment is disturbed by any of the following?

a) Strike in Transport or hotel ☐

b) Agitation/Civil disturbances ☐

c) Communal riots ☐

d) Activities of militants/terrorists ☐

e) Does not arise ☐

f) Any other, please specify.................................

5.0.a) If you are disturbed, please specify, how did you manage it?

....

....

....

5.01. Give you suggestion to over come the above disturbances

....

....

....

ANNEXURE - I

STATISTICAL TECHNIQUES

Coefficient of Variation:

This measure was used to ascertain the consistency (stability) of sample respondents of various social groups with respect to their perception about various facilities in the study tourist places using the following formula:

Coefficient of variation (C.V) = $\sigma / \bar{X} * 100$

Where, $\bar{X}$ = Mean

σ = Standard deviation, where, $\sigma = \sqrt{[\ \Sigma(X-\bar{X})^2 / (n-1)\ ]}$

't' Test:

The statistical tool, 't'-test was used to statistically prove whether the difference between hypothetical population mean score of '3' (for Normal satisfaction level) and obtained mean scores were significant or not. The obtained mean score can be considered as 'Normal', if 't' value is not significant. If 't' value is significant and obtained mean score is below '3' then it can be considered as 'Dissatisfaction', and obtained mean score is above '3' then it can be considered as 'Satisfaction'. The formula for calculating the t-value is as follows:

$t = [(\bar{X} - \mu) * \sqrt{n}\ ] / \sigma$

where, $\bar{X}$ = Mean of the sample

μ = Hypothetical population mean

n = Sample size

σ = Standard deviation of the sample

Chi-Square Analysis

Non-parametric test, chi-square analysis was used as a test of 'homogeneity', that is, test of independence, with regard to sample respondents' feelings. That is, this

test was used to find out whether or not sample respondents of various social status levels feel the same in regard to the various facilities available at the four study regions of the tourist importance. The formula for calculating the chi-square (A^2) value is as follows:

$$A^2 = \sum [O - E)^2 / E]$$

Where,

O - Observed frequency

E - Expected frequency.

Multiple Regression Model:

The unweighted least square linear multiple regression analysis was used to find out the influence of the social variables on level of satisfaction in regard to various facilities available in the study regions. The model is as follows:

$$Y = a+b_1SG+b_2AG+b_3MS+b_4N+b_5SH+b_6REL+b_7EQ+b_8NE+b_9MI+e$$

Where,

Y = Satisfaction scores over various facilities at tourist places,

SG = Sex Group,

AG = Age Group,

MS = Marital status,

N = Nationality,

SH = Statehood,

REL = Religion,

EQ = Educational qualification,

NE = Nature of employment,

MI = Monthly Income,

a = constant (intercept) term,

$b_1..b_2$ = beta coefficients of respective social variables, and

e = error term.

ANNEXURE - II

Tamil Nadu Tourism Development Corporation Ltd.
Sales Office : No.4, EVR Salai, Park Town, Chennai - 600 003.
Phone : 582916 , 560294, 584356. Fax : 044-561385
Conducted Tours - Tour Tariff

1. CHENNAI CITY SIGHT SEEING TOUR

Morning & Evening on all days from 8.00 a.m. to 1.00 p.m. and from 1.30 p.m. to 6.30 p.m.

Places Covered : Fort St. George, Govt. Museum, Valluvar Kottam, Snake Park, Kapaleeswar Temple and Marina Beach (Govt. Museum will be closed on Fridays and Birla Planetarium will be covered on that day) (Snake Park will be Closed on Tuesdays)
Fare : Non AC Rs.75/- AC Rs.130/-

2. FULL DAY CITY SIGHT SEEING TOUR (KISHKINTHA)

On all days. Time: 8.00 a.m. to 7.30 p.m.
Places Covered: MGR Film City, Vandalur Zoo and Kishkintha Theme Park.
Fare : Rs.135/- (Incl. Of main entrance ticket & lunch)

3. MAMALLAPURAM TOUR (ROUND TRIP)

On all days. Time 6.20 a.m, to 6.30 p.m.
Places Covered: Kancheepuram, Mamallapuram, Crocodile Bank, Muttukadu Boat House and VGP Golden Beach.
Fare: Non AC Rs.180/- AC Rs.300/- (Incl. Of Vegetarian lunch and breakfast)
(VGP Entrance fee extra)

4. ONE DAY PONDICHERRY TOUR

On every Saturday and Sunday. Time 6.30 a.m. to 9.00 p.m.
Places Covered: Melmaruvathur, Thiruvakkarai, Pondicherry, Sri Aurobinda Ashram, Beach, Auroville, Museum.
Fare : Rs.160/-

5. TIRUPATHI TOUR (DAY TRIP):

On all days. From 6.10 a.m. to around 10.00 p.m.
Places Covered: Tirupathi, Tirumala, Tiruchanur.

Fare:	Non AC	AC
	Rs.	Rs.
Adult	315/-	500/-
Child (5-12)	285/-	470/-

(Inclusive of breakfast, lunch and special dharshan fee)

6. TIRUPATHI TOUR (NIGHT TRIP)

On all days From 10.30 p.m. to around 4.00 p.m. on the next day.

Places Covered: Tirupathi, Tirumala, Tiruchanur

Fare:	Non AC
	Rs.
Adult	350/-
Child (5-12)	320/-

(Inclusive of breakfast, lunch and special dharshan fee)

7. ONE DAY SAKTHI TOUR - DEVIAR DHARSHAN TOUR:

On every Tuesday, Friday, Sunday and Full Moon Days

Time : 7.00 a.m. to 7.00 p.m.

Places Covered : Mangadu (Kamatchi Amman) - Thiruverkadu (Devi Karumariamman) - Poonamalle (Devi Thaiyal Nayagi) Thirumullaivoil (Devi Vaishnavi Amman & Kodiudai Amman) - Chempulivaram (Devi Chenkaliamman) - Panchatti (Ananda Valliamman with three eyes) - Melur (Thiruvudai Amman) Thiruvotriyur (Devi Vadivudai Amman).

Fare : Non AC Rs.110/-

8. ONE DAY THIRUMAL DHARSAHN TOUR (NINE BALAJI TEMPLES AROUND CHENNAI)

On every Saturday and Sunday and Shravan days.

Time : 7.00 a.m. to 8.00 p.m.

Places Covered : Koyambedu (Vaigundavasa Perumal) - Thirumazhisai (Jagannatha Perumal) - Sriperumputhur (Adikesavaperumal) - Pazhaya Seevaram (Lakshmi Narasimhaswamy) - Thirumalai Vaiyavur (Prasanna Venkatesa Perumal) - Ponpatharkottam (Sathurpujaramar) - Mamallapuram (Sthala Sayanaperumal) - Thiruvidanthai (Adhivarangha Perumal Nidhya Kalyana Perumal).

Fare : Non AC Rs.130/-

9. ONE DAY VELANKANNI TOUR

Leaves Chennai every Saturday at 10.30 p.m. and returns backs the next Monday around 6.00 a.m.

Places Covered : Velankanni.

Fare : Non AC Rs.315/-

10. 2 DAYS CHURCH TOUR

Leaves Chennai every Saturday at 7 00 p m and returns back the next Monday around 6 00 a m

Places Covered Villiyanur Church (Pondicherry), St Periyanayaki Church (Konankuppam), Sahaya Madha Church (Poondi), St Adaikala Annai Church (Elakurichi), Velankanni Madha Church (Velankanni)

Fare Rs 580/- (Non A/CHENDRESEKARAN)

11. ARUPADI VEEDU TOUR (LORD MURUGA TOUR)

Leaves Chennai on every 1st & 3rd Friday at 7 00 a m and returns by 6 00 a m on Monday

Places Covered Thiruthani - Swamimalai - Thanjavur* - Tiruchendur - Madurai* - Pazhamudhirsolai - Tiruparankundram - Palani - Tiruchi

Package Fee

Per individual (per person)	Non AC Rs	AC Rs
Single room accommodation	1700/-	2800/-
Sharing a double room	1500/-	2600/-
Child-Age between 5 and 12	1400/-	2500/-

12. 3 DAYS NAVAGRAHA TOUR (NINE PLANETS)

Leaves Chennai every Friday at 10 30 p m and returns the following Monday by 6 00 a m

Places Covered Vaitheeswaran Kovil (Angaraha - Mars) - Thiruvenkadu (Budha - Mercury) - Keezhperumpallam (Kethu) - Thirunallaru (Sani - Saturn) - Alangudi (Guru - Jupiter) - Thingalur (Chandra - Moon) - Thirunageswaram (Raghu) - Surianar Koil (Surya - Sun) and Kanchanur (Sukra - Venus)

Package Fee (per Person)	Non AC Rs
Adult	625/-
Child (Age between 5 and 12)	525/-

(Night halt either at Kumbakonam or Thanjavur)

13. 6 DAYS MOOGAMBIKA TOUR

Leaves Chennai every Sunday at 7 00 a m and returns the following Friday by 6 00 p m

Places Covered Bangalore* - Sharavanabelagola - Belur - Haleibed - Hossan* Sringeri - Mookambika (Kollur) - Udipi* - Dharmastala - Mysore* - Hogenakkal*

Package Fee: Per individual for	Non AC	AC
	Rs.	Rs.
Single room accommodation	2875/-	4450/-
Sharing double room	2375/-	3950/-
For Child (As an additional member		
In a double room Age between 5 and 12 years)	2175/-	3750/-

14. 6 DAYS SOUTH INDIA TOUR

Leaves Chennai every Saturday at 7.00 a.m. and returns the following Thursday by 5.00 p.m.

Places Covered : Bangalore* - Sirangapatnam - Brindavan Garden - Mysore* - Mudumalai Wild Life Sanctuary - Ooty* - Perur - Thirumurty Water Falls - Coimbatore* - Hogenakkal* - Tiruvannamalai.

Package Fee (per person)	Non AC	AC
	Rs.	Rs.
Single room accommodation	2875/-	4450/-
Sharing a double room	2375/-	3950/-
Child (As an additional member		
In a double room age between 5 and 12)	2175/-	3750/-

15. 8 DAYS EAST - WEST COAST TOUR

Leaves Chennai every Wednesday at 7.00 a.m. and returns the following Wednesday by 6.00 p.m.

Places Covered: Tiruvannamalai - Yercaud* - Marudhamalai - Coimbatore* - Malampuzha - Guruvayur - Kaladi - Cochin* - Alleppy - Thiruvanathapuram* - Kovalam - Suchindram - Kannyakumari* - Courtallam - Madurai* - Tiruchy* - Melamaruvathur.

Package Fee: Per individual for	Non AC	AC
	Rs.	Rs.
Single room accommodation	3850/-	5450/-
Sharing a double room	3200/-	4750/-
For Child (As an additional member In a		
double room Age between 5 to 12 years)	2900/-	4500/-

16. 7 DAYS GOA - MANTRALAYAM TOUR

Leaves Chennai every Saturday at 7.00 a.m. and returns the following Friday by 8.00 p.m.

Places Covered : Ahobilam - Nandyal* - Mahanandhi* - Sri Sailam - Mantralayam* - Hampi - Hospet* - Goa* - Bangalore*

Package Fee:

Per individual for	Non AC Rs.	AC Rs.
Single room accommodation	3550/-	5025/-
Sharing a double room	2950/-	4425/-
For child (As an additional member In a double room Age between 5 and 12 years)	2700/-	4175/-

17. 8 DAYS TAMIL NADU TOUR

Leaves Chennai every Saturday at 7.00 a.m. and returns the following Saturday by 6.00 p.m.

Places Covered : Pondicherry - Pitchavaram - Chidambaram* - Vaitheswaran Koil - Nagore - Velankanni - Thanjavur* - Rameswaram - Mandapam* - Kanyakumari* - Suchindaram - Madurai* - Kodaikanal* - Tiruchi.

Package Fee:

(Incl. Of Veg. Breakfast & Lunch or Dinner) Per Person	Non AC Coach with Non AC Accommodation Rs.	AC Coach with Non AC accommodation Rs.	AC Coach with AC accommo - dation Rs.
Single Room	4100/-	5700/-	6800/-
Sharing double room	3500/-	5150/-	5600/-
For Child (As an additional Member in a double Room Age between 5 and 12 years)	3150/-	4800/-	5000/-

18. 8 DAYS ANDHRA TOUR

Leaves Chennai every Friday at 7.00 a.m. and returns the following Friday by 8.00 p.m.

Places Covered : Narayanavanam - Konai Falls - Sri Kalahasthi - Nellore* - Dip in the Krishna River - Kanagadurga Temple - Vijayawada* - Mangalargiri - Amarvathi - Nagarjuna Sugar Dam* - Hyderabad - Salarjung Museum - Charminar - Secunderabad* - Buddha Poornima - Golconda Fort - Zoo -

Manthralayam* - Prasanthi Nilayam - Puttaparthi* - Lepakshi (Tallest Nandi) - Kadri* - Horsely Hills - Thiruthani

Package Fee (per Person)	Non AC coach with Non AC Accommodation Rs	AC Coach with Non AC accommodation Rs	AC coach accommo - dation Rs
Single Room	2925/-	4200/-	5250/-
Sharing a double Room	2425/-	3575/-	4200/-
For Child (As an Additional member In a double room (Age Between 5 and 12)	2125/-	2950/-	3675/-

19. 14 DAYS SUNNY SOUTH TOUR

Leaves Chennai at 7 00 a m every 1st and 3rd Wednesday

Places Covered Tiruthani - Tirupathi* - Tiruchanur - Bangalore - Mysore* - Mudumalai Wildlife Sanctuary - Ooty* - Marudhamalai - Coimbatore - Guruvayur - Cochin* - Trivandrum* - Suchindram - Kanyakumari* - Tiruchendur - Rameswaram* - Tiruparankundram - Madurai* - Palani - Trichy* - Swamimalai - Poombuhar - Chidambaram* - Pondicherry - Mamallapuram* - Kancheepuram

Package Fee (per person) (Incl Spl Dharshan)	Non AC Coach with Non Ac Accommodation Rs	AC Coach with Non AC Accommo -dation Rs	AC Coach with AC Accommo - dation Rs
Single room Accommodation	7100/-	11,050/-	12,800/-
Sharing a double room	5775/-	9725/-	10,875/-
For child(As an additional Member in a double room Age between 5 and 12 years)	5200/-	9125/-	9800/-

20. STUDENTS PACKAGE TOUR

Sl No	PACKAGE	RATE
1	2 Days Hogenakkal* Tour	450/-
2	2 Days Yercaud* Tour	475/-
3	2 Days Pondy - Pitchavaram - Chidambaram* Tour	450/-
4	3 Days Ooty** - Mudumalai Tour	685/-
5	2 Days Kodai* - Trichy Tour	525/-
6	3 Days Coutrallam* - Madurai Tour	675/-

	3 Days Bangalore** - Mysore Tou.	800/-
8.	3 Days Hogenakkal* - Yercaud* Tour	630/-
9.	3 Days Rameswaram* - Madurai* Tour	715/-
10.	4 Days Ramewaram* - Madurai* - Kanyakumari* tour	775/-

* Night Halts

ADVANCE BOOKING CAN BE MADE AT:

1. **T.T.D.C. SALES COUNTER**
No.4, E.V.R. Road,
Opp. Central Railway Station.
Park Town, Chennai - 600 003.
Phone: 582916, 560294, 584356.
Fax : 044 - 561 385.

2. **T.T.D.C. Head Office**
No.24, Dr. Radhakrishnan Salai,
Mylapore, Chennai - 600 004.
Phone : 8547344, 8547346, 8547335
Fax : 044 - 8546620

3. **T.T.D.C SALES COUNTER AT EXPRESS BUS STAND (TTC)**
Behind High Court
Chennai - 600 001.
Phone : 534 19 82.

4. **TAMIL NADU TOURISM INFORMATION CENTRE**
at Central Railway Station - Gate No.2.
Chennai - 600 003.
Phone : 535 33 51.

5. **TAMIL NADU TOURISM INFORMATION CENTRE**
at Egmore Railway Station.
Phone : 825 21 65.

6. **TAMILNADU TOURISM INFORMATION CENTRE**
of Airport (Domestic Terminal)
Phone : 234 05 69

7. **TTDC SALES COUNTER**
   at New Delhi in Delhi Tourism & Transportation
   Development Corporation Ltd.,
   No.36, Middle Circle,
   Connaught Place,
   New Delhi - 110 001.
   Phone : 011 - 3315322, 3314229, 6877856

8. **TTDC SALES COUNTER**
   at Calcutta,
   G-26, Dakshnappan Complex, 2, Garighat Road,
   Calcutta 68, Phone 033 - 4720432.

And also from authorized selling Agents of TTDC at Chennai and in other places.

CANCELLATION RULES

1. CITY SIGHT SEEING TOUR

No cancellation within 12 Hrs, before the commencement of the tour. Between 12 & 24 Hrs. 50% Before 24 Hrs. 25% Cancellation charges will be levied.

2. OTHER DAILY TOURS

No cancellation within 24 Hrs. before commencement of the tour. Between 24 & 48 Hrs. 50% Before 48 Hrs. 25% Cancellation charges will be levied.

3. PACKAGE TOURS

No cancellation within 48 Hrs. before the commencement of the tour. Between 48 & 72 Hrs. 50% Before 72 Hrs. 25% Cancellation charges will be levied. Only one postponement/preponement is permitted before 72 Hrs subject to availability of seats If one post/preponement is availed, no further post/preponement or cancellation will be permitted.

If the booking is made through on agent, cancellation also should be done through that agency only.

CONDITIONS

1. If a person travels as a single person, he will be accommodation in a single room during night halts on the purchase of single room ticket.
2. Three adults in a family will be accommodated in one double room by providing only extra mattress even through the third person is in possession of a double room ticket